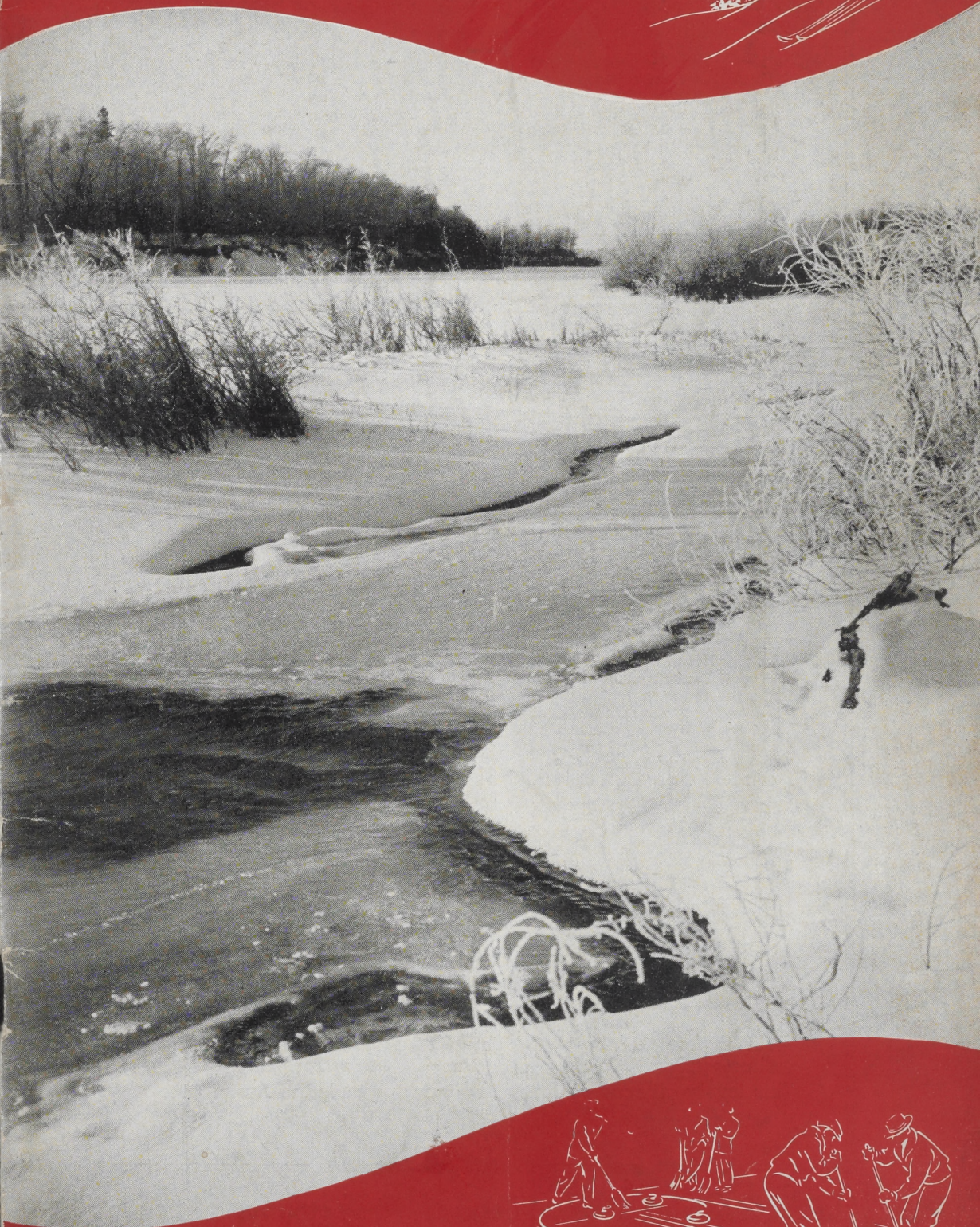


Contacts

FEBRUARY 1948



Contacts is indebted to Mr. W. E. Gray, city advertising, for this poem.

THE NEW YEAR

Happy New Year, now we say
With the dawn of "Forty-Eight;"
Though we know that well it may
Be a year of doleful fate.
Still we hope that it may bring
Promise of the better thing . . .
"Happy New Year."

Hail the New Year, bright and gay,
Young in mood and frolicsome—
Though we know that troubles may
Newly with each New Year come.
Still, we'll start it off with glee
And a real sincerity . . .
"Happy New Year."

Prices high, and taxed enough,
Hard to make the both ends meet;
Times may not be really tough—
Still, we're watching how we eat!
Doubts may loom quite fearfully
Yet we'll chirrup cheerfully . . .
"Happy New Year."

Houses now are "out of sight,"
Cars increased tremendously;
Suits and coats and hats a fright,
Food costs up horrendously.
But we'll grin and bear e'en more
As we've done in days of yore . . .
"Happy New Year."

Dollar crisis, buying ban—
Will they yet be solved in time?
How about the Marshall Plan—
Way they treat 'em is "a crime."
Yet we'll work and give to save
Europe's people from the grave . . .
"Happy New Year."

Why the policies of fear,
Nations' prides, distrusts and hates?
Can we not in this New Year
Open wide World Freedom gates?
Hard such wonders to attain,
Still, we'll try—and try again . . .
"Happy New Year."

We can't save the whole wide earth
With a simple homily—
But each one can still give worth
To a firm desire to be
Better neighbour, better friend,
Better worker for that end . . .
"Happy New Year."

Of that wish, then, make a prayer,
Make a resolution new;
We can get a world more fair
If to our own faith we're true.
Grant, O Lord, our humble plea
That this coming year may be . . .
"Happy New Year."

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CONTACTS' FEBRUARY COVER

motif is from a photograph by that skilled amateur camera enthusiast, Mr. P. F. Morgan, picture framing workroom.

This lovely glimpse of wintry landscape reveals the Assiniboine River through its blanket of glistening snow.

FLASH! Spring Dance, March 8th—Watch for Particulars

CONTACTS

FEBRUARY, 1948

"There Is a Tide in the Affairs of Men, Which Taken at Its Flood Leads on to Fortune. . . ."

—Shakespeare

What Are You Doing In Your Leisure Hours?

All of us know men—Eaton men—who have helped themselves to success by a study of selling principles. These men realized that "Knowledge is Power." They couldn't see any percentage in wasting all their precious leisure hours in an aimless pursuit of pleasure; they were willing to devote a period each day to specialized training that would enable them to qualify for a higher status and increased income.

Have You Enrolled in the New Correspondence Course— "Retail Salesmanship"?

Based on lectures given at a New York university on "Retailing," this course is specially recommended for promising Eatonians in the selling ranks.

To be a successful merchandise buyer, one must first be a successful salesperson. Only by constant study of the whole field of selling can any salesperson, or buyer for that matter, be a consistent success.

The Company has fully investigated this course just published by the International Correspondence Schools Canadian, Limited, and believes it is the best on the market today. It is based on lectures given at the university by Dr. O. Preston Robinson, a recognized authority. The course is divided into five units:

- Unit 1—**The Retail Salesman and His Opportunities.**
- Unit 2—**What the Successful Salesperson Should Know.**
- Unit 3—**Meeting the Customer.**
- Unit 4—**Building An Effective Sales Talk.**
- Unit 5—**Building Bigger Sales.**

This course consists of six-months' study with one lesson a week. To those who complete the course successfully a diploma is given.

While it is hoped that many Eatonians will take this valuable training, there is naturally no obligation for anyone to do so. Taking the course is **strictly voluntary**. But let us remember that Time is more precious than gold. Against its waste a man should fight with all the resources of his mind and will. Let him plan his leisure and his habits so that he may be ready to take the tide of opportunity "at its flood"!

RECENT APPOINTMENTS

Winnipeg

MR. D. S. McKELLAR: Merchandise office representative, sixth and seventh floors.

Mr. McKellar will also act in a supervisory capacity for the following mail order departments:

Department W67 — Draperies and cedar chests.

Department W68—Curtains, window shades, rods and tents.

Department W70 — Furniture, sewing machines, bed springs and mattresses.

Department W270—Furniture and sewing machines:

MR. M. S. WELLBAND, supervisor.

Department W70—Furniture, sewing machines, bed springs and mattresses:

MR. M. S. WELLBAND, supervisor.

Department W404—Self-Serve Millinery:

MR. F. O. L. WICKS, supervisor. (This is in addition to his present duties.)

(Continued on Page Nine)



The Verdict: "It Was a Wonderful Evening!"

Christmas Sponsors Attend "Thank You" Dinner

Assistants Association Are Hosts To 300 Eatonians

Recipe for a "wonderful evening": Take a cross section from one of the finest staffs on the planet Earth; add dinner at a palatial hotel; season dinner with a top-flight band and a "sweet" trumpet; round out with a scintillating programme; run the whole thing off while the night is still young!

* * *

And there you have the "thank you" dinner for Christmas sponsors which was held at the Fort Garry Hotel on Monday evening, January 5th! Tendered by the Assistants Association on behalf of the Company, this was the third of such events.

The inaugural dinner was held in January, 1946, as a mark of appreciation from the Company to the sponsors for a job well done. It was such a pronounced success that the two succeeding Christmas shopping seasons were likewise crowned with a 'gay sponsors' evening at the Fort Garry.

At the controls for the 1948 event was Mr. Harry Craik, president of the Assistants Association. Honoured guests with him at the head table were Mr. A. D. MacDonell and Misses Ruth Spurway and Elsie Crawford, educational office.

Gaiety, Gossip and Pretty Gals!

A most enjoyable prelude was the reception hour held in the loggia before the dinner. As the accompanying pictures show, this gave many old friends an opportunity to mingle (also the gals a chance to display their pretty party dresses—and who can blame them!)

Two

Ah! That Sweet Trumpet!

The scrumptious dinner that followed in the adjoining concert hall was highlighted by Jimmy Towns' orchestra; and especially by that "sweet" trumpet of young Leon Kostar, university student who also holds high honours as a violinist. Again and again Leon's trumpet was greeted with storms of applause.

Mr. Scrivener Lauds Sponsors

Speeches were thoughtfully kept to a minimum. President Craik greeted the gathering and welcomed the guests of honour. He then read a tribute to the sponsors from Mr. B. C. Scrivener, store superintendent. In the letter to the Assistants' President, Mr. Scrivener expressed his personal thanks for the splendid manner in which the sponsors had supervised and assisted the auxiliary staff. Thus they had helped to maintain throughout the heavy Christmas season, the high standard of Eaton service desired by our Company.

Words of praise were also expressed by Mr. Scrivener for the untiring efforts of the Assistants Association over the years. "Since the inception of sponsors in Winnipeg store, there had been a most marked improvement in service. This, in no small degree," said Mr. Scrivener, "was due to the organization of Christmas sponsors by the Assistants body."

Calling upon Mr. A. D. MacDonell to address the gathering, Mr. Craik said that the Assistants liked to think of him as "the father of our association." "Mr. MacDonell gives up everything to attend our meetings," added Mr. Craik.



A Record Season

"We reached records in staff numbers this Christmas season," declared Mr. MacDonell, "and we made records in the high calibre of service we gave our customers. Indeed," he added, "we have never gone through a holiday shopping season with fewer hitches." Co-operation all along the line had made it so pleasant for the new employees that they looked forward to coming to work at Eaton's and would look back with pleasure upon their sojourn with us.

Miss Ruth Spurway, who was pinch-hitting for Miss K. M. Kerr (educational department), expressed the gratitude of her office to the sponsors. "Our work would be completely ineffective without you." Dozens of "Christmas extras" had come back and told the educational office "how wonderful it was to work for Eaton's."

A top-flight programme under the direction of Messrs. F. T. (Gerry) Mace and Scott Marshall wound up this delightful evening. A distinctly high-class performance was given by Fred Smith and Cora James, soloists, with Harold Green, accompanist. The comedy relief was supplied by the Haymakers' Novelty Trio of instrumentalists who gave an equally enjoyable presentation.

The national anthem sung at 9 o'clock ended another memorable sponsors' dinner with the night still young.

FOR SAFETY'S SAKE!

South of Nashville, on U. S. Highway 31, is the following sign:

NO HOSPITAL HERE!—DRIVE CAREFULLY!

A Cincinnati, Ohio, safety sign tersely states:
HEAVEN CAN WAIT!—DRIVE SLOW!





What Becomes of Old Christmas Cards?

A Unique Idea That Will Brighten the Lives of Underprivileged Children!

"Let us tell you what happens in our Office," says Brandram Henderson Limited, in a folder bearing the title "What Becomes of Old Christmas Cards?" All of his personal Christmas mail is opened by the "Chief," the write-up continues, as he never allows anyone else to touch it. All cards are put away carefully. Early in the summer, our advertising department goes over every card.

Many hundreds of them have the name on an insert which can be carefully removed. Even some of the "single" or "double" cards can be trimmed so that nothing shows to prevent their being used again.

The cards are sorted for size, and fitted individually into the best grade of envelopes. They are then ready for packing. Twelve cards of assorted sizes and value (each card in its own envelope) are put in a suitable Kraft envelope, with a sticker showing the contents. All a child has to do is sign the card and address the envelope. Many of

these cards are very expensive, and even the ordinary ones would be beyond the reach of the children to whom we send them.

During the last 30 years, Mr. Holland has listed the names of dozens of organizations dealing with children, and has made contacts with their superintendents. As many cards as these children can use are sent to the organizations a month before Christmas-time. About 2,500 cards are salvaged in this manner each year and distributed.

Your card may bring "Double Dutch" joy, in that not only does the "Chief" himself have the happiness of receiving it, but next Christmas it becomes a source of pleasure for some underprivileged child.

"IT WAS GOOD TO HEAR FROM YOU!"

Thank you, *Contacts'* readers in England, Scotland, Norway, United States and various parts of the Dominion! Your Christmas cards, letters and messages added a festive note to our desk at Christmas time! We are also glad to know that you often "meet" old friends while perusing *Contacts*.

To quote from a few: writing from Ninette Sanitarium, Jim Sewell (elevators) asks us to "say hello to all his friends at Eaton's and the very best for the New Year!" A stack of Christmas cards and messages also came from Eatonians enjoying retirement at the west coast.

From Norway a scenic card came from Mr. H. S. Rossebo, formerly with the men's furnishings here. He hopes someday to visit all his friends in our "wonderful Winnipeg store." Tom

Pendrich wrote from Scotland and sent "his best to you all." Cece and Margaret Davis sent a lovely card from Minneapolis and "would we give Eatonians their best wishes."

Bob Hutton at Lynn Creek, B.C., wrote a long letter (in Bob's inimitable style) with a fine commentary on "the Christmas Spirit" — Bob's a true philosopher!

Thanks for the box of holly sent to *Contacts'* office by Mrs. Gordon M. Kearns of Whonnock, B.C. Mrs. Kearns tells us she was the former Edith McLachlan (known as "Mac"), and was a member of the furs and ready-to-wear until 1926. "A warm west-coast welcome is on the mat for Eatonians to drop in Mrs. Kearns assures us.

Wish we had space to quote all your kind wishes, but anyway thanks a million, folks!

Tessie's Telephone Tips

When you've received a call and want to follow it up by placing one yourself—be sure to allow lots of time for the operator to make the disconnect. Remember—she's a busy girl—she may not be able to get your cord down immediately the signals burn.

And please—please—don't jiggle the receiver, if you're waiting for service. The operator sees the signal anyway and takes the calls in turn, as far as possible. That flashing light is just plain annoying! Put yourself in her place.



Are You
A
"Jiggler"?



The moon on the breast
of the new fallen snow
Gave a lustre of mid-day
to objects below,
When, what to my wonder-
ing eyes should
appear,
But a miniature sleigh
and eight tiny reindeer.



He was dressed all in
fur, from his head
to his foot,
And his clothes were
all tarnished with
ashes and soot;
A bundle of toys he
had flung on his
back,
And he looked like a
peddler just open-
ing his sack.



When out on the lawn there arose such a clatter,
I sprang from the bed to see what was the matter,
Away to the window I flew like a flash,
Tore open the shutters, and threw up the sash.

"'Twas the Night Before Christmas . . ."

During Christmas week thousands of passers-by stopped to admire our seven centre windows. Our display staff had cleverly depicted Dr. Clement Moore's immortal poem "'Twas the Night Before Christmas" in seven scenes, and even the youngest child could capture the charm of the story from these windows.

Shown above are photographs of three windows with the verse explaining each particular scene that caught the interest of so many Christmas shoppers.

Eatonian's Son Leaves On Global Business Tour By Air

A news despatch from Hamilton reports that Mr. G. S. Boulter, general manager of the Canadian Vegetable Oil Limited, Hamilton, Ont., left recently on a round-the-world buying and selling trip by air. He will fly all the way. From Montreal he will fly to England, and then to the Continent visiting France, Belgium and Holland. After stops in India and China, he will return to Canada across the Pacific.

Mr. Boulter will be selling in Europe and buying in the Far East.

* * *

George Boulter, Jr., is the son of Mr. George Boulter of the drug department, Winnipeg store. While attending Manitoba University, George worked in the basement meats for several seasons. He later graduated from "U" with the degree of B.Sc.

Mr. Boulter, Sr., is naturally very proud of his son's success—and what father wouldn't be? To a good salesman with his eye on the ball, the world is his oyster!

"It Looked Like a Grim Christmas . . ."

Hospitalized at Deer Lodge During Christmas.
Mrs. Mary Wright Had a Merry One After All!

"Dear Fellow Eatonians:

"It looked like a grim Christmas for me but thanks to you and the folks who contributed to the Legion Christmas Tree, it was a merry one after all!

"From the rush of the Christmas activity in the store to the quietness of a hospital ward was a big jump I had not expected to take.

"Daisy Ross (paints office) and her Red Cross volunteers helped brighten the season with coffee and Christmas cake served in the canteen.

"I received a lovely basket of fruit from the Company and a parcel containing stationery, a book and candy from 'The boys and girls of The T. Eaton Co. Limited.' A similar gift was also given to each other patient.

"I would also like to thank Mr. A. D. MacDonell and Miss Robina Campbell and so many of my Eaton friends who took time out during this busy season to remember me with a very welcome visit.

"Mary Wright, employment office."

CHRISTMAS PARTIES

To Each a Gift . . . To All a Grand Time!

Jewellery Staff's Annual Christmas Party Was a "Humdinger"!

Right at the peak of the Christmas shopping rush the jewellery crowd took a "breather" and staged their annual Yuletide party on Saturday night, December 20th, in the gaily decked hall of the Deer Lodge Community Club. And what a party!

With Alex Cranston, head of department, at the controls, abetted by a strong committee, the evening sped along at a swift tempo of enjoyment. Indeed the rafters of the little hall fairly shook with fun and frolic and dancing feet!

Gifts Galore

At the height of the festivities there came a sound of stamping feet (reindeer, no doubt) and then with bells a-jingling merrily Santa Claus dashed into the hall. Behind him were willing helpers bearing a huge hamper of gifts for all! Yes sir, there was a gift for each and every "Mr.," every "Mrs.," every boy friend and every girl friend. Indeed, even old Santa was surprised with a gift for himself, also one to take home to Mrs. Santa who was left holding the fort at the North Pole or thereabouts.

The only catch was that everyone must open his or her gift and display it before the crowd. This, of course, added to the fun, since many of the gifts were of a "practical" nature. Kay Gibbons, for example, received a suit of long underwear—real "woolies"—to keep her warm on that flying trip into frigid Red Lake. May Broughton collected a similar gift to keep her cosy on "those long trips commuting back and forth from Carman Avenue, Elmwood. By the

way, girls, how do they fit? But there were also many lovely gifts apart from the "gag" type—exquisite china, linens dear to a gal with a heaven-knows-when chest; toiletries, too, and what have you!

No Sissy Eats For This Crowd

Along about midnight man-sized refreshments were served (no pink tea-sized sandwiches here) and the jewellery gang wound up another memorable Christmas party with a few more dances for auld Lang Syne.

During a brief interlude Mr. Cranston took time out to thank his staff for their splendid loyalty and esprit de corps throughout the season.

Credit Lines

The jewellery department wishes to thank Dave Ainge (display) for a beautiful job of decorating the hall; also 300 department for those satisfying "eats" and the splendid service that accompanied them; Mr. Sloan (cameras) for his action shots herewith; Mel Donaldson, Dunny Dewar and Ted Lee—whose efforts and enthusiasm made the party possible, and Bill Hurlburt, Contacts, "for the swell job he did of enacting Santa Claus" (pardon us for blushing).

However, as Mel Donaldson puts it "If we didn't have a grand staff of gals and guys to attend these parties, they just wouldn't be the successful and keenly anticipated events they are each year." And there's talk of a "tally ho" in the near future. "Lead on, MacDuff."

* * * *

General Audit Make Merry!

"Let's all relax and have fun with the gang" was the prevailing spirit in the Oak Room, St. Regis Hotel, on the night of Tuesday, December 23rd.

Who? What gang? Why, the general audit staff, of course! And if you think our summer picnic sounded like "the real McCoy" you should have been along with all the lads and lassies that night at their annual Christmas party.

We couldn't begin to go into detail about the all-round good time that was had by everyone, but here are some of the highlights.

Proceedings started with a few parlour games and it really was amazing how many people "who had never played that game before" or "who had never won anything in their lives" went home with the proverbial "bacon."

Now you wouldn't suppose that anyone "farming" out at Middlechurch would have any need for "swag" for the Christmas dinner.

Nevertheless the Bob Fergusons (pipe the name, too!) wended their way home merrily swinging the "bird" from the turkey draw.

We were very surprised and pleased that Fred Lambert's little boy "Oscar" got away from him and crashed our party, as Freddy had to come after him thus providing us with a very entertaining half hour's fun. Last we saw of them, poor "Oscar" was locked in the suitcase begging to be let out and we fear for his health.

The refreshments which included a buffet lunch were polished off with gusto.

Tom Elliott took his usual place at the piano to finish off the evening with a traditional sing-song.

Our many thanks to all who helped to make the evening such a grand success and a special vote to Helen Schram, Louie Bains and Joe McClelland for their untiring efforts.

—Vera McCaw



Top Row—Left: M.C. Cranston announces that Santa has a gift for everybody. Centre: "For the hope chest—I hope"—says Beryl Inman, tall siren of the costume jewellery, as she opens her gift of linen, while Geoff Yelland does a bit of "ribbing." Right: Mrs. Homer Britton happily displays her gift, and Homer looks mighty pleased too.

Lower Row—Left: Kay Gibbons giggles merrily at that "practical" gift. Kay expects to fly into frigid Red Lake soon. Alex and Geoff join in the fun. Centre: "Isn't that just perfect!" exclaims May Broughton, holding up those comfortable "longies." Right: "Wonder what we've got?" Alex and Mrs. Cranston open their gifts last.

Alterations Christmas Party

The party took place on December 16th at the Homestead where a lovely chicken dinner with all the trimmings was enjoyed by everyone.

Following the dinner Miss Helen Lemoine contributed music at the piano.

The long awaited moment arrived when jolly old Santa visited our party and distributed gifts. Expressions of ohs and ahs were heard amid the laughter aroused by the various comical presents such as a handsome (?) set of furs from multiple animals.

Miss Edith Martin, Mrs. J. Jones, Mrs. E. Hipgrave, Mrs. N. Kautz, Miss M. Stabell, H. Dempsey and Miss B. McLean provided entertainment which brought out the hidden ability in the department.

Our thanks to Miss K. Waywood and Mr. J. Ferguson for our wonderful Christmas party. Let's make it an annual event!

Red Faces in Women's Coat Department!

A Christmas party on December 17th at the Homestead provided fun for the girls of the women's coats and suits department. Mrs. D. Batten (who proved that pillows have several uses) played Santa Claus and gave each gal a present. She was assisted by Mrs. R. Kabin. Singing followed and entertainment in the form of a dance was given by Mrs. Olive Stone and Miss E. Cummings who were "Strolling Through the Park One Day."

A stunt which left the girls with red faces (and even some with black) rounded out the evening's entertainment.

Everyone agreed that another party should be held sooner than next Christmas!

A good way to keep cookies and doughnuts safe from Junior's hands is to lock them in the closet and hide the key under the soap on the washstand.

—Will MacKay



Be they seven or seventy, all boys and girls
love Santa Claus.

Lower Left—"How do you like it?" asks
little Miss Nellie, who greets Santa, wear-
ing a new dress bought especially for the
occasion.

AN EVENING WITH THE OLD FOLK

It would take more than the bitter wind and drifting snow of Monday night, December 29th, to keep Eatonians from their yearly visit with the old folk at Middlechurch, Man.

And so by chartered bus and automobile they arrived at the beautifully situated Home to stage their annual Christmas party and presentation of gifts. This is one of the many fine causes to which we all are privileged to contribute through the Employees' Charitable Fund. The old folk declare it their most eagerly awaited event. But they don't enjoy it one whit more than do the boys and girls from Eaton's.

The party was headed as usual by Mr. and Mrs. B. C. Scrivener and Mr. and Mrs. A. D. MacDonell who never fail to attend. Mr. J. R. Scott was M.C. and Mr. Sam Fleming directed the programme. Each number was carefully selected for its appeal to those in life's autumn. The well-loved songs of long ago, the familiar tunes that have stood the test of time, were deeply, if quietly, enjoyed.

Eight

The artists were Miss "Tommy" Saunders, whose lovely soprano is always a favourite each year, Bert Elson and his xylophone ("I wouldn't dream of missing it," says Bert who has made the trip for many a year), James Duncan, Winnipeg's noted baritone, and Bert Kilgour, who gives so freely of his time as accompanist.

Following the programme Santa Claus rushed in to the tune of "Jingle Bells" and, aided by members of the Eaton committee, distributed gifts to all his "boys and girls." A brief but heart-warming address was then made to the gathering by Mr. Scrivener. The applause that greeted his remarks left no doubt as to the happiness we brought to these dear old people that night—and on many similar nights down the years. Following the "King" the old folk lingered for a visit with the Eaton party. Then, as they went happily off to bed, the visitors were guests of the Old Folks' Home committee at a buffet supper. Truly such evenings enrich the lives of all who "cast their bread upon the waters" by giving of their time and talent to those in the sunset of life.

One Thousand Cases of Food is Gift of Company



The contribution of The T. Eaton Co. formed an impressive part of the food for Britain donated by the people of Toronto as that city's wedding gift to Princess Elizabeth.

The Company gave a thousand cases of food, some of which are seen here loaded on gleaming trucks ready to begin the long journey.

(Thanks, "Flash.")

RECENT APPOINTMENTS

(Continued from Page One)

New Department Opened in Winnipeg Store

Department W641—Juniors' dresses, suits and coats:

MR. J. A. FERGUSON, supervisor;
MISS F. KALMACOFF, head of department.
The above merchandise was previously carried in:

Department W241 — Juniors' and misses' dresses—all prices;

Department W244 — Women's and misses' suits and coats.

Department W341 — Women's and half-size dresses—all prices;

Department W241—Misses' dresses—all prices;
Department W1041—Women's Garment Alterations:

MR. J. A. FERGUSON, supervisor.

Department W233—Wash goods, prints and linings, silks, woollens:

MR. E. E. LONG, first assistant.

Department W60—Radios, music, records, electrical and household appliances, electric refrigerators, fence controllers, windchargers:

MR. T. KING, first assistant;

MR. W. A. LORD, signature.

Department W901 — Basement Store — Dress goods, staples, gloves and hosiery, millinery, sportswear, skirts, juvenile, lingerie and corsets;

Department W926—Basement 5c to \$2.00;

Department W928 — Basement Store — Men's and boys' wear, all shoes, baggage;

Department W937 — Basement — Women's, men's and children's shoes:

MR. M. L. TASKER, group manager. (This is in addition to his present duties in department W901.)

Department W154A—Investigation:

MR. D. MURRAY, head of department;

MR. R. S. KNOWLES, first assistant.

Department W228—Men's furnishings:

MR. G. FIRTH, first assistant.

Department W236—Linens, staples and bedding: MR. C. SINCLAIR, first assistant.

Department W135—Merchandise display:

MR. H. CARSON, supervisor;

MR. L. S. BREWSTER, head of department.

Department W257—Electric washers, ironers;

Department W258 — Electric vacuums, Polishers: MR. C. K. MAJOR, head of department.

(Continued on Page Thirteen)



Upper picture shows Kerr Wilson, CKY announcer, in action with the young artists getting a great kick out of his antics. Lower picture shows a cross section of the big crowd of Brandon Good Deed-ers.



Brandon Good Deed Club Broadcast Draws Record Crowd

Our Brandon correspondent, Mr. Fred Pilcher, writes that "the Eaton annual Good Deed party and broadcast, held at Brandon on Saturday, December 13th, was the best yet. Nearly 1,000 Good Deed-ers filled the Strand Theatre to capacity, while hundreds of others arrived at the store after all tickets were given out, which proves that Brandon boys and girls are certainly Good Deed minded.

"A broadcast programme, presented by selected Good Deed artists, and an hour's showing of favourite colored cartoons rounded out a morning's entertainment, not only for the children but also for a few of the older kids lucky enough to be present.

"Our thanks to Miss Dilly Davies, pianist and director of music in Brandon city schools; also to Mr. R. J. Fry, director of the club; Mr. Herb Roberts, programme director, CKY; Mr. Kerr Wilson, CKY announcer and M.C. of the show; Miss Val Kane, Good Deed Club secretary; and Miss Edna Middleton, who wrote the script, for their kindness in coming to Brandon and making our programme the success it was." * * *

The Good Deed Club party from Winnipeg attended the hockey game while at Brandon, the Winnipeg supporters being "slightly outnumbered" at the Brandon rink. Brandon won. Oh, well, it was a good game anyway!



Santa Claus Visits Brandon Store

It was a thrilling event for the children of the "Wheat City" when, on December 6th at 9 a.m., Santa Claus held court for his adoring little subjects on the main floor at Eaton's.

A background of trees and snow surrounded him as hundreds of kiddies passed by. Many a child's heart was filled with happiness as they shook hands with old Saint Nick and told him what they wanted for Christmas.

Each little one received a bag of candy plus a hearty greeting from Santa, "and feel sure" (writes Contacts' correspondent, Mr. F. D. Pilcher), "that every child who passed through our Brandon store was greeted and welcomed in the joyous Christmas spirit!"





The Real Christmas Spirit!

Brandon Eatonians Stage Annual Yuletide Party

A cheer for our Brandon Eatonians who, in preparing for their annual Christmas party this year, found time to think of others and as a result more than 100 gifts were sent to children at the Maples and to the men's and women's homes.

The gifts, donated by individual members of the local staff, were banked high around a gaily decked Christmas tree set up in the main dining room of the Prince Edward Hotel where the party was held Wednesday evening, December 17th.

Decorated by the Eaton staff, the big dining room presented a festive air. Colored balloons were suspended from the chandeliers, while green metallic bows relieved the dark panelled walls and dainty miniature silver trees were placed in each of the windows. A blue curtain studded with large white stars formed the backdrop for a platform from which the entertainment programme was presented.

Informal Programme

The party started with a banquet and concluded with a dance and social evening.

Mr. W. McAllister was chairman for the dinner programme, and Mr. H. R. I. McCausland, manager of the Brandon store, welcomed the staff and their friends and introduced guests from the Winnipeg offices of the Company.

The guests included Mr. R. S. McCordick, vice-president and general manager, and Mr. W. B. Pickard, construction and mechanical superintendent. Mr. McCausland also expressed the congratulations of the Brandon staff to Mr. McCordick who celebrated his 35th anniversary with The T. Eaton Company, Tuesday.

A pleasing entertainment programme was presented during the dinner.

Mr. Dave Thomas expressed the thanks of the staff not only for the party, but for the four successive days of holidays which they will enjoy this year.

"Inasmuch as ye do it unto the least of these . . ."

Junior Executives, Junior Councillors Play Santa to 110 Children

"Ohhh . . . look at the big Christmas tree . . . and the funny clowns . . . and SANTA CLAUS!!"

Eyes wide with wonder and anticipation, 110 happy children (selected from nurseries and institutions) were brought to the assembly hall in special buses on Saturday afternoon, December 20th, for a very special occasion.

It was the Junior Executive and Junior Councillors' annual Christmas treat for little one's—and what a lovely party!

On arrival each child was placed in care of a Junior Councillor or Junior Executive who looked after the checking of the little one's clothes and was responsible for him or her during the entire afternoon.

The little guests were entertained by a magician; selections by three members of the Good Deed Club; Jerry Holman, former Junior Executive, reciting "Twas the Night Before Christmas;" two movies and of course, Santa Claus!

A gift for each child had been placed under the tree and four clowns (Junior Executives) helped Santa distribute the presents.

Chocolate milk, gingerbread men, shortbread cookies, ice cream and candy rounded off the afternoon, and all the tired but happy children were returned home in buses.

The party was such a success that it has been adopted as a yearly activity of the Council and Executive. Thanks go to Junior Councillors and Executives for their efforts which made so many children happy.



Letters of Credit

Talk About Telephone Courtesy!

"I Could Even See a Smile of Friendliness on Their Faces . . ."

One of the finest tributes to Eaton telephone order board personnel ever received, comes from a Helmsdale Ave., (East Kildonan) woman who telephoned the superintendent's office after Christmas saying that "she did not wish to register a complaint but rather to commend most highly the service given her over the busy holiday shopping season."

Just out of hospital, she despaired being able to gift shop for her family and six grandchildren—but finally did it all over the telephone! To her delight she had received nothing but whole-hearted co-operation and consideration from the many departments she contacted. Without exception, from the men's shirts to the children's wear, the personnel offered her suggestions, phoned her back after checking for her, and, said she: **"I could even see a smile of friendliness on their faces from the tone of their voices."**

This customer was particularly anxious that through Contacts her appreciation would reach all the Eaton staff who had treated her so splendidly.

* * *

The Shopping Service and the Children's Shoes Lauded by an Arlington St. Customer

"I want to thank the shopping service department for the splendid service they have given me. I have two children, and at times I just couldn't come and shop in person, but I haven't had to worry because the shopping service always gives that 'personal interest' to my orders.

"I was shopping this morning in the children's shoes, fifth floor, and was served by a dark-haired chap who was smartly dressed in a dark suit.* I want to thank him for his pleasant and polite attitude shown to me; this type of person means a lot to 'customer service.'"

* Will this Eatonian please take a bow?

* * *

From St. Pierre Jolys, Manitoba, Comes This Tribute to the Artistry of Our Display Men

"Recently your Company very artistically decorated the hall of The Sacred Heart in The Hospice Tache of St. Boniface.

"My old father is a resident of that section. He never ceased to admire the beauty of the decorating, and makes a point of showing it to visitors. You have succeeded well in giving joy to these poor old folks who are very appreciative of kindness.

"In brightening my father's last days, you have also spread joy in the hearts of his children."

Twelve

A "Thank You" Note From Scotland

Imagine the delight of a grand old couple in Scotland when, on their 50th wedding anniversary they received the gift of a wedding cake from friends in Canada—especially when on opening the package, they found the cake in perfect condition!

The wedding cake was sent to Captain and Mrs. McGuggan in Minard, Scotland, by Mr. John Dunlop (basement store) and Mrs. Dunlop.

It was beautifully iced and decorated with raised roses and leaves. Acknowledging the gift, the old couple declared: "The cake arrived in perfect condition; it was so well packed that not one of the tiny roses and leaves were even cracked."

Well Done, Transfer Packers!

An "orchid" to those experts of our transfer packing department! Packing a wedding cake to go that distance is indeed an intricate job requiring infinite care. Another "orchid" to Blanche Scott, grill room kitchen, who iced the cake so well. "Isn't that lovely," said Blanche when she learned of the old couple's delight.

* * *

A Bouquet For the Yard Goods (Mail Order)

"Dear Sirs: "Arrowwood, Alberta.

"I think a word of appreciation is due you for the excellent way in which our recent orders have been filled. Especially do I want to say how pleased I am with the wool velour coating received in the last order. It exceeds all my expectations in beauty and texture. Please accept our appreciation of the service we receive from The T. Eaton Company."

* * *

A "Thank You" Note to Mr. E. P. Graydon, Staples

"Dear Mr. Graydon:

"I would like to thank you for your most courteous attention to Mrs. Welsh and her cousin, Mrs. McLennan, while shopping in Eaton's the other day.

"The fact that you did not know who it was makes your act of kindness that much more appreciated by me.

"Mrs. Welsh joins me in saying 'thank you.'"

* * *

An Orchid for Mrs. E. Bracegirdle

An Inkster Boulevard customer writing to the electrical department says "Around the end of December I had occasion to deal with one of your saleswomen several times (I believe her name is Mrs. Bracegirdle), in connection with a trilight lamp shade. . . .

"Mrs. Bracegirdle was most efficient and courteous to me and I would like to express my appreciation."

Eatonian Elected Premier of Boys' Parliament

Robert Johnson, popular member of the mail order operating staff was elected premier of the 26th Tuxis and Older Boys' Parliament recently held in the Legislative Building in Winnipeg. Incidentally, the parliament this year was the largest in Canada, with an attendance of 112 representatives from all parts of Manitoba and North-Western Ontario.

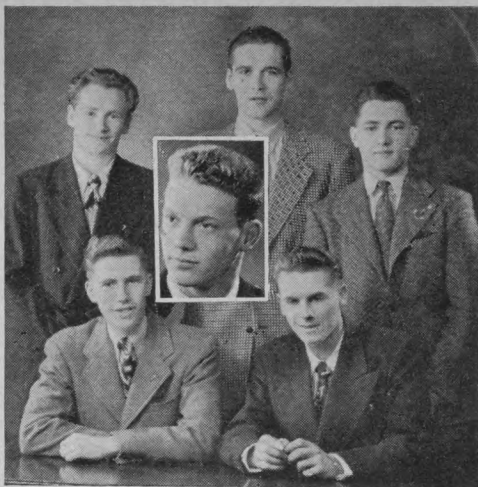
Bob, who acted as provincial secretary in the past two parliaments, is a junior secretary at the Y.M.C.A.

Aims of the parliament "to develop leadership for Christ and the type of consecrated citizen so necessary to the effective functions of a true Christian brotherhood," were emphasized in speeches delivered during the sessions by prominent speakers, including the Lieutenant-Governor of the Province.

Two Junior Executives were also parliamentarians, Senior Councillors Bill Norrie and Jeff Brett.

Other Eatonians included three members of the auxiliary staff, Don McIvor, Roland Harper and Dick Baird.

Premiership candidates for the next sessions include Bill Norrie and Dick Baird.



Back Row—Don McIvor, Dick Baird, Charlie MacKeen.

Front Row—Bill Norrie, senior councillor, junior executive; Bob Johnson, premier, Tuxis' and Older Boys' Parliament (113 department).

Inset—Junior executive Jeff Brett.

RECENT APPOINTMENTS

(Continued from Page Nine)

Winnipeg

Department W228—Men's furnishings;
Department W428—Men's hats, caps and furs;
Department W28 — Men's and boys' furnishings, hats, caps, furs;

Department W1748—Shirt and overall garment factory;

MR. G. PRYCE, supervisor.

Department W244—Women's and misses' suits and coats:

MR. G. B. SCRIVENER, group manager;

MR. T. G. HALL, head of department.

MISS E. CUMMINGS, first assistant.

MR. J. L. MACKECHNIE—In addition to his present duties as merchandise office representative, fourth floor, will also be responsible for the corresponding mail order departments.

Vancouver Mail Order

Department V61 — Hardware, implements, stoves, sporting goods, paints, wallpaper:

MR. J. A. MORRIS, group manager;

MR. J. REID, head of department;

MR. M. DAVIDSON, first assistant.

Department V60 — Radios, refrigerators, all electric fixtures and appliances:

MR. J. CURLL, head of department. (In addition to present duties in department V260.)

Department V70—Will remain as at present—Furniture, beds, linoleum, carpets:

MR. J. A. MORRIS, group manager;

MR. F. CRANSTON, head of department;

MR. L. TIMEWELL, first assistant.

Vancouver—General office, B.P., D.A. and C.A.:

MR. W. E. HILL, head of department.

Edmonton

Windows—MR. E. PEARS, head of department;
MR. E. VAN VELZEN, first assistant.

Port Arthur

General office, wages office, B.P., D.A., C.A. and cash office:

MR. M. A. McDOWELL, first assistant.

Port Arthur Eatonians Honour Elmer Hill

On Tuesday, December 16th, the department heads and assistants of the Port Arthur store met to honour Elmer Hill, first assistant, general office, who has been transferred to the Vancouver store as head of department, general office.

Mr. H. Perry spoke of Mr. Hill's splendid record during his years with the Company and then called on Mr. J. A. Snowden, store manager, who presented Mr. Hill with a personal radio on behalf of those present.

Following the presentation, refreshments and entertainment were enjoyed.

Mr. Hill, who left Port Arthur for the coast on December 28th, was also the recipient of a leather zipper travelling bag from the staff.

A 99,000,000-Ton Blanket!

Winnipeg's rugged weather in January may have seemed a trifle tough, even to some of our hardiest pioneers. But think of New York, wrenching itself loose after a record snowfall at Christmas of 99,000,000 tons. A fall of "the beautiful" measuring 25.8 inches which paralyzed all traffic, stalled thousands of trucks and automobiles for days, and cost the city an estimated \$6,000,000 to remove! That's really "somepun!"

What's Wrong With Western Girls?

Or About Those "Ten Best Dressed Women"

What's wrong with our western gals? Who says they have no style sense? A recent dictum of women editors in the east proclaims "Canada's Ten Best Dressed Women." So far so good. But it would seem that these experts need to brush up on their geography. They fail to recognize that civilization extends beyond Toronto.

When western girls read the verdict they received it with hot indignation, cold disdain, or ignored it with a shrug of lukewarm indifference, according to type.

However, here at Winnipeg we were thrilled to note that Mrs. Doreen Day, Eaton's fashion counselor in Montreal, was chosen first in the field of fashion. To quote New Liberty: "In fact there are many who feel that Mrs. Day is the best fashion counselor in Canada and unquestionably one of the best in North America." We also note that Byrne Hope Sanders, who was acclaimed as Publishing's Best Dressed, began her career in Eaton's Toronto advertising department. She is now editor of MacLean-Hunter's feminine "Chatelaine" and, says she, "To be well dressed, all you need is good sense, good grooming, and thought."

How About Canada's Best Looking Women?

The west may, or may not, be entitled to representation among the "Ten Best Dressed." However, we rise to point out that in a feature article less than two years ago, a Montreal paper (Montreal is in the east, by the way) declared that in the realm of beauty Winnipeg girls were the cream of the crop. The feature

writer of this article also marshalled the opinions of various experts who enthusiastically acclaimed western girls as "tops" in beauty!

Contacts of August, 1946, proudly quoted from this full-page spread. We also reproduced pictures of two Winnipeg girls who were featured—namely Margaret Black, a former Eatonian, and our own Marie Steele.

So which would you rather be, girls, the Best Dressed or the Best Looking? Anyway you have the last and it's certainly not so difficult to attain the first!

A Hike? In This Weather?

Yes, sir! The lingerie department (209) gang braved the cold and snow and trudged off on a hike along the Fort Rouge side of the Red River on Wednesday, January 21st. Twenty members of the staff met together and had a merry old tramp to the home of Mrs. Edna Hunter (lingerie) where another group of 11 "not so active" members had gathered around "ye olde fireplace." Maybe they were smart, as it was 20 below, but nippy or not, it was a merry gang that collapsed with fatigue in Mrs. Hunter's Rumpus Room. A sing-song followed with a special treat of songs from our distinguished guest, Mr. Bert Whiteman. Another guest was Clive Spearman of our Port Arthur store. A grand lunch rounded out a thoroughly enjoyable evening, and though our tramps were tired, they agreed we did have fun!

To Roy Firth Fans

To those asking news of Roy Firth, here is the latest report of his activities.

Roy, who is still working part time in Toronto store, went east last year to further his singing career and his first appearance was made on "Singing Stars of Tomorrow," from Toronto on November 30th, and we agree that he has a fine chance for the finals.

Formerly Lieutenant Firth, with a fine record overseas, Roy is taking the D.V.A. course in voice culture and he has been offered a scholarship by the Opera School of Toronto Conservatory of Music where he has been studying, and is soloist at Walmar Road Baptist Church.

Roy's ambition is the concert stage and we sincerely hope that his goal will be realized.

LET'S FIT THE CUSTOMER!



Centre Picture — "Congratulations, Dave," says Mr. Percy Longstaffe (right).

Right Picture—Mr. Thomson receives an "important document" from Mr. A. D. MacDonell.



Mr. Dave Thomson Has Thirty-Fifth Eaton Anniversary

Yes sir, December 23rd was a wonderful day for Dave Thomson (mail order dress goods) who, amid the acclamation of his many friends, celebrated the completion of 35 years with the Company. The fact that Dave is well known and highly respected throughout the store and mail order was proven by the many gifts and good wishes showered upon him on his "big day." On behalf of the staff, Mr. P. H. Longstaffe, presented Dave with a mantel radio. Mr. L. Vincent, supervisor, congratulated Dave and brought good wishes from the city department.

Dave was born in Kirkcaldy (where people go to "church all day"), Fifeshire, Scotland. Digging into Dave's "memoirs" we find that he came to Winnipeg in 1911, joined Eaton's in 1912 in the drug department and photographic workroom, then in 1913 became a member of the dress goods staff. When the call of the First World War sounded, he joined the 11th Field Ambulance and served overseas three years.

Dave's son, young Glen Thomson, who works out at T.C.A., accompanies Dad on his week-end fishing trips to the Lake of the Woods. Dave is a confirmed bookworm and thoroughly enjoys a good book. Last year Mr. and Mrs. Thomson dodged a couple of wintry months by taking a trip to Florida, visiting friends in Washington and New York on their way home.

We wish you all the happiness and good health in the world, Dave, for many more years to come!



Welcome to

**The Eaton
Quarter-
Century
Club**

HAROLD BENTLEY

Winner of the September service campaign in 1944 when he scored highest marks among the 346 prize winners, Harold Bentley (meat department) is again in the news. This time we are happy to announce Harold's completion of 25 years with Eaton's on January 8th. To mark this important milestone, Mr. Bentley was presented with a handsome trilight lamp by his associates.

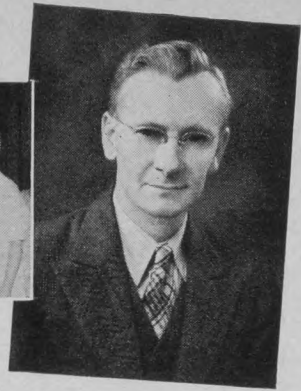
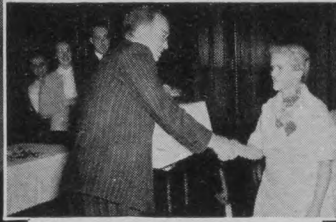
In making the presentation, Mr. W. Hodgson, supervisor (at left in picture) spoke of Harold Bentley's high calibre of service which has won him a wide following of regular customers, including many of Winnipeg's most prominent citizens. Mr. Bentley, he declared, makes it a point to memorize his customers' D.A. and K numbers as well as their tastes and preferences.

Harold Bentley served his apprenticeship to the butcher trade in Birmingham, England. When he was a little chap of 10 he delivered meat to England's great statesman "Honest Joe" Chamberlain.

A Dog Expert, Too

Harold Bentley is also well known in another capacity, that of dog expert. A judge of all breeds, he is president of the Western Canada Cocker Spaniel Club. As a result of a show recently held in the Civic Auditorium, this society presented Shriners' Hospital for Crippled Children with a cheque for \$700.00 "And we are expecting to send them another cheque shortly," said Mr. Bentley.

Married, he has two married daughters, both former Eatonians. Another happy feature of his anniversary was a gift of flowers for Mrs. Bentley from a group of friends in the D.A. office.



Left—Adam (Ab) Watson.
Centre—Miss Annie Greer.
Right—J. Preston Wiley.

ADAM (Ab) WATSON

Paging Ab Watson! At 8:30 on the morning of January 17th "the stage was all set" in the assembly hall to give a rousing salute to Mr. Adam (popularly known as Ab) Watson. The occasion was the youthful and athletic Mr. Watson's quarter-century anniversary. There on the platform was a cartoon of Ab, plus his beautifully wrapped gifts. The furniture gang were all assembled. At the piano was Charlie Denyer with fingers poised ready to strike up Harry Lauder's "For I Belong to Glescoe"—that being Ab Watson's birthplace. But "the bridegroom cometh not!" Sorrowfully the staff went to their posts to await the opening gong. And then just before its clang resounded, Ab appeared. Traffic breakdown—and it's such a long way from St. James!

It's in the Bag! However, later in the day Mr. D. S. McKellar presented Ab with a fine load of anniversary "loot" on behalf of the furniture staff—with all of whom young Ab Watson is tops.

For Ab there was a gladstone bag, three shirts (where the heck did they get them?) and a snazzy necktie. For his women folk (Mrs. Ab and his mother) there were gifts of flowers and candy.

An enthusiastic sportsman, Ab Watson has been active in Eaton baseball, football and hockey circles for many years and is a valued coach in the girls' softball league. A host of friends join in saying congratulations to this young old-timer!

MISS ANNIE GREER

The Quarter-Century Club greeted a happy little Irish colleen when, on December 18th, Miss Annie Greer of 300 department (grill room services), was presented with a fine mantel radio by her associates to mark the completion of 25 years with Eaton's. Mr. J. D. Laing, supervisor, did the honours in the board room before a large gathering of Annie's fellow workers. "You have been very loyal and conscientious in your work," Mr. Laing told Miss Greer, "and we are very proud of you."

Annie, who hails from Ulster, smiled her thanks. And she looked very happy standing there in her snowy white uniform which was decked with a lovely corsage that was almost as big as herself! Congratulations, Annie Greer, from many other friends in these parts!

And Congratulations to a Bride

On this occasion Mr. Laing also took the opportunity to extend best wishes to Evelyn Johanneson (nee Paull) on behalf of 300 department. A recent bride, Evelyn, who assists Miss Bessie Linton in presiding over the cafeteria, was presented with a gift of bedding and linen from the staff. (Picture on brides' page.)

J. PRESTON WILEY

Timekeeper at the printing plant since 1928, Mr. James Preston Wiley celebrated his quarter-century of Eaton service on January 9th, when he received a lovely table lamp from his associates of the time office staff as a memento of the occasion. Unfortunately Mr. Wiley is at present a patient at Deer Lodge Military Hospital so was unable to be present to receive the congratulations of his fellow workers at the printing as well as many friends in the Winnipeg store.

Mr. Wiley joined the Fort Garry Horse in World War II later transferring to the Army Medical Corps in which he held the rank of sergeant. While on duty at Red Rock internment camp, he suffered severe injuries to his hand which required the grafting of bone taken from his hip. However, he hopes to be back to work very soon. Mr. Wiley tells us that the boys at Deer Lodge Hospital were very tickled with the Christmas gifts of smokes, books and other thoughtful things from the boys and girls of Eaton's.

Born in Derry City, near Belfast, Mr. Wiley joined the time office staff under the late Mr. A. McLarty, pioneer Eatonian, who worked on the building of the store. Mr. and Mrs. Wiley have two sons and two daughters. One son, J. Preston Wiley, Jr., was with the R.C.A.F. and is now learning electrotyping at the Eaton printing plant. Many happy returns and get well soon, Mr. Wiley!

1917 — THIRTY YEARS WITH EATON'S — 1947

Congratulations to these three Eatonians who, during December, celebrated their 30th anniversaries with the Company. And now their names are on that long list of employees who receive an extra week's holiday each year.

Robert Ballentyne (mail order packing)—December 3rd.

Miss Elizabeth McKnight (mail order notions)—December 4th.

Samuel Brierley (electricians)—December 10th.

Both Press and Eaton Associates Acclaim

Joe Palmer, Dean of Eaton Golfers

"Genial" Joe Palmer, that radiant personality of the golf section, has reluctantly decided on the advice of his physician to retire from active business after more than 28 years with the Company.

Honouring Joe, on December 17th a party was held at the home of his chief, Mr. Frank N. Cowley. A merry evening was spent with a sing-song led by Mr. Harry Greenwood (a former members of the department) and other entertainment.

A fitting climax was the presentation to Mr. Palmer of a token of remembrance from his associates, Mr. Cowley doing the honours.

Responding, our hero Joe "let down his hair" and reminisced freely from a rich store of memoirs.

No Rocking Chair for Joe

As an old friend of Joe's put it, "Eaton's will seem a different place without Joe Palmer. He meant something more than a salesman and an authority on golf—his firm and friendly handclasp was extended to all."

"But," said another, "don't get the impression Joe will be sitting at home in a rocking chair, no, sir! He intends brushing up on golf and next summer plans to take on all comers."

For nearly three decades Joe Palmer has been a well-loved figure around Eaton's for his gentlemanly manner, friendliness, keen sense of humour and helpfulness to embryo golfers. More than that, Joe is widely known in Winnipeg sport circles.

Acclaimed By Press

In the Free Press of December 23rd, Scotty Harper salutes Joe Palmer with a two-column tribute. Quoting from this in part:

Joe Palmer, who has sold thousands of golf clubs during nearly 30 years' service with the big store has sold his last club. Doctor's orders have to be obeyed.

"It's not going to be easy, Scotty," said Joe, "I loved every day I worked in the store. I liked meeting people and I liked helping people." There you have the key to Palmer's character. He is Joe to scores of golfers in the city and a friendly, likeable, courteous fellow to the hundreds he has sold golf clubs and other sporting goods to.

Palmer's stories about the selling end of golf would fill a book. "One day a lady came into the store. She didn't know a golf club from a baseball bat, but she was there with a mission. 'My husband is taking up golf and I'm making him a present of a club and a bag.' I explained to the customer that her husband needed at least four clubs and a bag. But the lady knew best . . . it was one club and a bag or nothing. You don't argue with a woman, do you?" grinned Palmer.

But selling golf clubs was not all fun related Joe. "You sold my husband a bag of golf clubs," yelled a lady, who was spitting fire at the courteous seller of divot-diggers. "Now I hardly ever see him; he's seldom home and he won't even cut the lawn." The poor soul was good and mad and Palmer's high power pressure selling technique didn't help any. "How about taking up golf yourself, madame?" tried Joe. Giving the salesman a look that could have killed him, the woman barked, "One fool in the family is enough," and stamped out of the store.



Palmer likes to recall the time at Elmhurst when he had arranged a game with a doctor. "When I arrived at the first tee there was the good doctor waiting for me . . . with one lone club in his bag." The doctor thought you played golf with one club.

Palmer not only likes to play golf but likes to see others playing too. He helped to organize the Eaton Golf Club which started with 60 members. Today it has over 500.

"I mean to play a lot of golf next summer. And those fellows at Elmhurst who have taken me for many a ride had better look out. I mean to get some of my own back."

* * *

Yes "Genial" Joe Palmer has retired from business, but certainly not from our hearts here at Eaton's. To us Joe will always be remembered as a gallant gentleman golfer, a staunch friend and an Eatonian of the "upper brackets."

"Look Me Up in London . . ."

Says Charlie Toogood

Charlie Toogood (bakery products) retired at Christmas after 28 years an Eatonian—and all in the one department. The staff presented him with travelling bags and they have already been put to good use as Charlie has returned to the old country to take up residence with his daughter in Somerset, England.

Mr. Toogood came from England in his early youth and joined the Canadian forces in World War I. One son, Bert, has followed in his father's footsteps and is an Eatonian in the bakery products.

Elevator Gals Say:

"Thanks For the Lovely Decorations!"

"The elevator girls would like you to say 'thank you' to the Company, through Contacts, for its kindness in decorating our dressing room so beautifully for the Christmas season. And please, also, say 'thank you' to the display department for doing the work."

"Those lovely decorations brightened our dressing room and added pleasure to the rush of Christmas." Such was the request of two charming young ladies from the elevator staff who called on Contacts after Christmas.

Adam Beck Calls It a Day

**Veteran Eatonian—
Distinguished Citizen—**

Honours were paid to a well-known member of the mail order staples department, Mr. Adam Beck, on January 15th on the occasion of his retirement after 37½ years with Eaton's.

Mr. Beck was born near Belfast, Ireland, and like many of his fellow countrymen, came to Winnipeg in 1910 and joined the staff of the Company. He served over four years overseas with the Army Medical Corps. Mr. Beck has two daughters and three sons.

On behalf of the staff, Mr. T. H. Hancock presented Mr. Beck with a leather brief case and a bouquet of flowers was sent to his daughter, Tillie. Mr. Hancock spoke of Mr. Beck's excellent work and many years of loyal service, all but two months of which were spent in the mail order staples department.

Twelve Years on Winnipeg School Board

Mr. Hancock also mentioned the great contribution Mr. Beck had made to his fellow citizens in his 12 years of conscientious work on the Winnipeg School Board. "We all know if Adam's friends in this province could only be here with us this morning, they would fill this floor to overflowing."

"I Picked a Fine Firm"—Mr. Beck replied that in 1910 when he started to work for the Company he was sure he had picked a fine firm and in January, 1948, he had no reason to change his mind. He spoke of the many splendid men he had worked under and especially referred to his pleasant memories of the late Sir John Eaton and Mr. A. A. Gilroy. Mr. Beck also said that he would never forget his fellow associates in the department who had always proved to be such real people, and lastly, he mentioned his customers who are the youngest group we cater to—the babies. "I think I hold the record in Canada for providing those essential garments to babies from the Atlantic to the Pacific."

Mr. Tom Johnston, a fellow-worker of Adam's for over 26 years, paid tribute to him as a loyal friend and mentioned how much he and the others on the staff would miss him after such a long and pleasant association.

We join Mr. Beck's legion of friends in wishing him many years of health and happiness.

Drivers Say Au Revoir to Harry (Hank) Gullivan

Popularly known as "Hank" to all his fellow drivers, Harry Gullivan retired in mid-January after 31 years with Eaton's. Hank plans to take things easy and build up his health. As a token of remembrance he was presented with a mantel clock (which he won't have to watch so closely now)—Mr. Clayton Tucker doing the honours on behalf of the drivers.

Hank Gullivan hails from the lovely Annapolis Valley, Nova Scotia. In his long service with Eaton's he was a familiar and highly popular driver around the McMillan and Grosvenor neighborhood for many years. A friendly, open-hearted fellow, Hank will be greatly missed. "I've enjoyed my years with Eaton's," he told Contacts, "the Company has always been tops with me and I've made a lot of friends." Here's wishing you improved health and the best of luck, Hank, in your leisure years ahead.

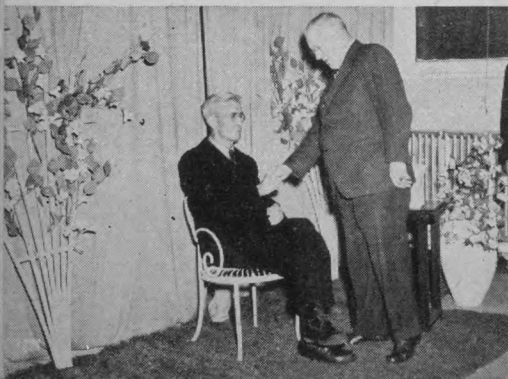
William Russell Plans Retirement at West Coast

Foreman of the custom tailoring shop for the past 17 years, Mr. William Russell has decided to seek improved health in the milder climate of the Pacific coast. On Monday, January 19th, a presentation was made to Mr. Russell by Mr. Ed Martin, group manager, on behalf of his co-workers. There was a parting gift of a smoking jacket and smokes for Mr. Russell, also a gift of table linens and a lovely bouquet of roses for Mrs. Russell.

A fine tribute was paid to Mr. Russell when Mr. Martin commented on his conscientious service and attention to duty, as well as his sterling qualities as a man. So we salute you, Mr. Russell, may you find a cosy place in the sun out there in B.C.!

Lower Left—Mr. Gullivan is thanked for his fine record of service by delivery chief Tucker.

Lower Right—Mr. Russell receives tokens of remembrance from the staff, presented by Mr. Ed Martin.



"A little word in kindness spoken,
A motion or a tear,
Has often healed the heart that's broken
And made a friend sincere."



Miss Secord (in centre) stands beside the gifts from seventh floor associates.

Barbara Secord Honoured by Friends

On Retiring After 32 Years An Eatonian

In her 12 years as a cashier on the seventh floor, Miss Barbara Secord has won many friends by her kindness and womanly qualities. It was natural, therefore, that when Miss Secord announced her decision to retire, these friends asked to join in the presentation honours planned by her department.

This ceremony took place in the assembly hall on Saturday, January 3rd, with Mr. L. E. Summers presiding. Also present, in addition to a number of senior cashiers were representatives of the furniture, electrical and radio departments.

Mr. Summers lauded Miss Secord's long and faithful record of nearly 32 years with Eaton's — "Years," said he, "that were rich in friendship."

On behalf of the cashiers' department Miss Secord was then presented with a fine mantel radio. To this gift seventh floor associates added a table lamp and a combined table and magazine rack as tokens of remembrance.

Miss Secord thanked her associates warmly for their parting gifts which would be treasured down the years.

Born in Glencoe, Ont., Barbara Secord is a kinswoman of the famous Canadian heroine, Laura Secord, who, during the war of 1812, carried a message to the British troops through enemy lines. Miss Secord started with Eaton's in June, 1916. After selling middies in 218 department for nine months, she joined the cashiers. Best of luck, health and happiness, Miss Secord, from a host of admiring friends!

Nora Hughes Honoured on Retirement

Miss Nora "Hughie" Hughes has been an Eatonian for the past 31 years and has always been a well-loved, popular little lady. On December 13th, the staff gathered to honour her retirement, when she was presented with blankets, a sweater, ski suit, blouse, and many other lovely gifts.

Hughie always has a ready smile for everyone with whom she comes in contact and has made many friends during her years of loyal service with the Company.

When Spring comes, Miss Hughes plans to spend much of her time digging in the "good earth" as gardening is one of her favourite hobbies. Good luck in your future plans, Miss Hughes.



A-Ha! Sergeant Major!

Tsk! tsk! what's this? Why, it's a well-known regimental sergeant major! Can it be that he was "shot" while asleep at his post or did he just pose for the picture? Ho, hum, it looks like the end of a hard day — imagine dragging those feet around! Well, maybe you're right, Tom Giles, they are a bit out of focus.

Where did we get the picture? Ah, that's a dark secret! However, all jokes aside, this former R.S.M. was a fine soldier. His record shows "mentioned in despatches and awarded the B. E. Medal."



Frank Carpenter



Wilfred K. Charge



William J. Keeler

PARTING SALUTE!

Distinguished Careers of Retiring Eatonians Lauded by Management at Farewell Reception

Frank Carpenter, Wilfred K. Charge, William J. Keeler, Edward H. Lee and Gilbert A. MacNeil—five men whose contribution to the field of Eaton merchandising, display and mail order operation have stood out over the years—were honoured at a reception held in the Fort Garry Hotel after store closing on Friday evening, January 16th. The occasion was to mark their retirement after a combined service with the Company of nearly 200 years! Mr. R. S. McCordick, general manager, presided. "No organization could lose business executives like these 'five good men and true' without missing them," declared Mr. McCordick, when presenting the guests of honour to the gathering.

An Avalanche of Good Wishes

"Never were so many good wishes sent by so many to so few"—this extract from a message sent by Mr. F. B. Walls, director, Montreal, aptly describes the veritable broadside of telegrams and letters of felicitations sent these five retiring Eatonians.

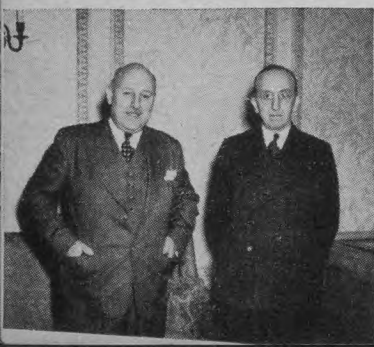
To Mr. R. M. Pinfold, assistant general manager, fell the duty of reading from "this large hatful of messages for these men who have travelled the highways for the Company and travelled them well." Mr. Pinfold's running commentary, as he read each tribute, added a humorous and light-hearted tempo that was keenly enjoyed by all. The sentiment of every well-wisher might be summed up in an extract from one message which read: "While you are retiring from business, you'll never retire from our hearts."

"GOOD MEN AND TRUE"

Left Picture—Mr. R. S. McCordick, general manager (extreme right) pays tribute to "five good men and true"—left to right: Messrs. W. K. Charge, E. H. Lee, W. J. Keeler, G. A. MacNeil, Frank Carpenter.

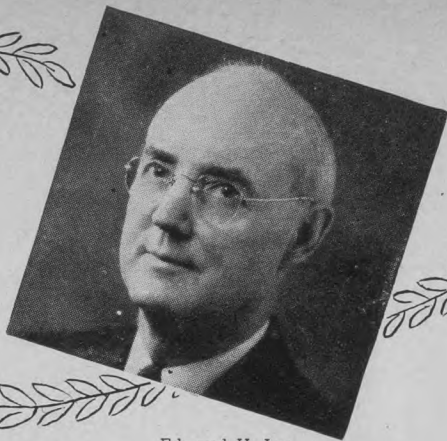
Lower Left Picture—It was a privilege and a pleasure to have among the guests Messrs. A. N. Sands and J. G. McKee, directors of the Company, who were visiting Winnipeg from Toronto.

Next Picture—Mr. R. M. Pinfold, assistant general manager, tells about the large "hatful" of messages he is about to read, which eulogize the five retiring Eatonians.





William J. Keeler



Edward H. Lee



Gilbert A. MacNeil

Mr. McCordick's Tribute

Addressing each man individually, Mr. McCordick briefly reviewed his service with the Company and paid a glowing tribute to his achievements. Our general manager then called on Mr. G. M. Eaton, director, who made a presentation to the retiring members on behalf of the executive, supervisors and department heads of Winnipeg store. Mr. Frank Carpenter was presented with a set of sparkling flatware; Mr. Charge and Mr. Keeler were the recipients of Viking radios; to Mr. Lee, Mr. Eaton presented a beautiful occasional chair, and to Mr. MacNeil a richly coloured rug.

Sterling Advice To Younger Men

The responses of all five men, while necessarily brief, were rich in reminiscences and packed with many a gem of counsel that younger men in the Company were urged to heed. "Make up your mind to be just a little better than the other fellow," said one veteran buyer earnestly; "study merchandising, keep well versed in world affairs, and always keep the Eaton name at the top of the mast."

Adding pleasure to this memorable occasion, Mr. McCordick told the gathering, was the presence of Mr. A. N. Sands and Mr. J. G. McKee, directors, who were visiting Winnipeg from Toronto. Also Mr. W. Grierson, head of Toronto buying office; Mr. R. D. McCord, head of Montreal buying office; Mr. H. Kennedy, general merchandise office, Toronto, and Mr. H. Henderson, manufacturing head office, Toronto. Mr. Sands and Mr. McKee added their good wishes, while Mr. Grierson spoke on behalf of the eastern buying offices. The evening ended with the time-honoured tribute: "For They Are Jolly Good Fellows," followed by three ringing cheers and a "tiger" for five fine Eatonians who, as Mr. McCordick expressed it, "are now laying down the load and looking forward to a well-earned rest."

(Continued on Page Twenty-Three)

IT'S A PROUD RECORD!

Frank Carpenter (1903-1948) — Merchandise office representative for home furnishings floors.....**45 years**

Wilfred K. Charge (1905-1948) — Supervisor, men's furnishings, men's hats and furs; also shirt factory.....**43 years**

William J. Keeler (1907-1948) — Supervisor, merchandise display department.....**41 years**

Edward H. Lee (1919-1948) — Supervisor, women's coats and suits.....**29 years**

Gilbert A. MacNeil (1910-1948) — Head of department, mail order cashiers.....**38 years**

TOTAL YEARS OF CONTINUOUS SERVICE WITH THE COMPANY.....196 years

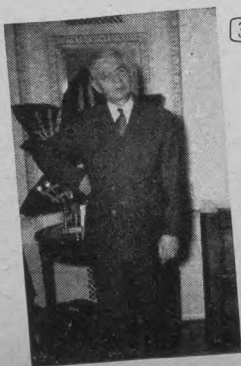
PRESENTATION SCENES

Left to Right—(1) Mr. Carpenter is greeted by Mr. Gilbert Eaton, director. (2) "That reminds me of the chap..." Mr. Eaton listens as Mr. Charge (left) draws from his inexhaustible memoirs. (3) Mr. Keeler tells about starting his 40-year display career in his

father's general store. (4) Mr. Lee receives the beautiful gift, just presented by Mr. Eaton, with that typically quiet smile of appreciation. (5) Mr. G. A. MacNeil is thanked by Mr. McCordick for his "steadfastness in keeping the Eaton name at the top of the mast."



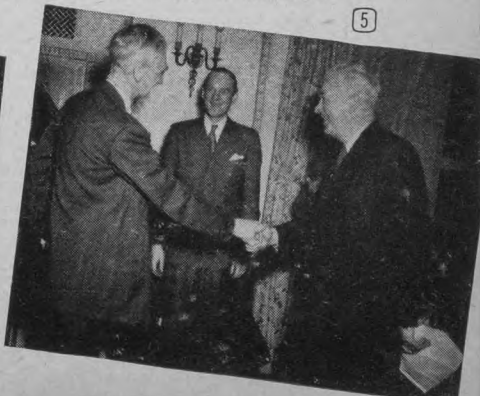
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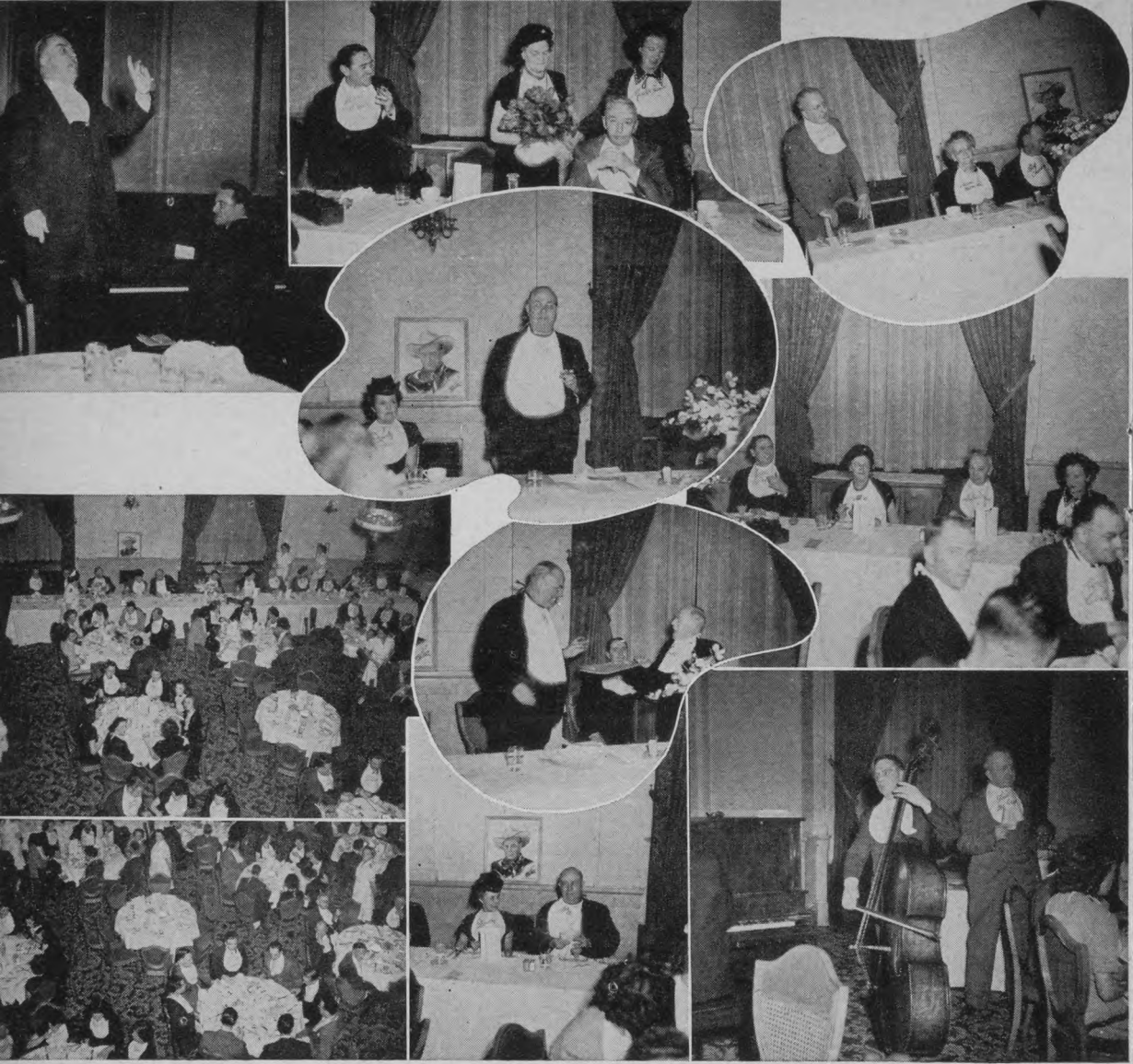
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COMPLIMENTARY DINNER TO MR. W. K. CHARGE

Men's Furnishings and Kindred Departments Salute Their Retiring Chief

The Jade Room of the Fort Garry Hotel was the scene of a memorable salute to Mr. W. K. Charge, when on Wednesday evening, January 7th, this veteran buyer and Eatonian of 43 years' service, was tendered a complimentary dinner by the staff of his store and mail order departments: the men's furnishings, men's hats, caps and furs, and the shirt factory.

Mr. G. Pryce handled the controls. His grace and sparkling wit kept things moving at rhythmic pace. From "O Canada" to the national anthem it was a 100% department effort and the planning was perfect! For example: due to an ingenious idea of the shirt factory, every guest was literally dressed in "best bib and tucker." The factory supplied the bibs in various colours, and across each bib

was emblazoned its wearer's name. Those of Mr. and Mrs. Charge were lettered "Pa" and "Ma" respectively.

Music was supplied by the department's own trio, each of whom is an artist in his own right—namely Tom Laidlaw, pianist; Arnold Peabody, tenor; and Jim Carter, bass viol. Nor do we forget the pocket bombshell, Desire Belanger, who led "Alouette."

The decorations by Ernie Beatty followed the theme "as a tree grows, so it bears fruit." Tiny trees bore samples of the merchandise bought and sold by Mr. Charge at various stages of his career; photographs of our hero taken at each of these stages accompanied this cleverly thought out decorative piece. Mr. Tom McBryde's rich bass baritone led the community singing between courses.

Welcoming the guests, Mr. Pryce said it was a special honour and pleasure to have Mrs. Charge's sister, Miss Jessie Mowat, present for this occasion. He also welcomed ex-members of the department, Messrs. Gerry Despard, Gil Hall, Tom Humphreys and Walter Fogg.

Roses For a Lady—A charming interlude at the head table came when Mrs. Charge was presented with a bouquet of lovely red roses by Miss Madge Vance, "Because," said Miss Vance, "you have been an inspiration to us all."

Tributes to a Well-Loved Chief — So many would like to pay tribute to Mr. Charge, declared the chairman, that it was decided to delegate this honour to the head of each group. The brief, but heart warming, addresses that followed were given by Messrs. Jerry Caine, Arthur Daw, Walter Jackson and Tom McBryde.

Mr. Pryce also read a telegram from Mr. Les Cleve at Toronto, expressing his felicitations to a "grand boss." Each speaker stressed Mr. Charge's fairmindedness, his gentlemanly consideration, his even temper, the high place he held in the hearts of his staff, the respect and esteem in which he is held by suppliers in the markets of the world.

Presentation By Senior Eatonian. To Billy Russell (oldest member of Winnipeg staff with over 45 years' service) fell the honour of presenting a parting gift from the staff.

"I have known you, sir," said Mr. Russell, "for over 40 years and have worked for you for more than 20 years. Not only have I always found you most amiable and considerate, but you possess a heart 'as big as yourself.' We ask you, Mr. Charge, to accept this desk as a token of remembrance and affection from us all."

Many Kinds of Charges—At this point the chairman interjected with a bright bit about the many kinds of charges: "Charge of the Light Brigade," Teddy Roosevelt's famous "charge" at San Juan Hill, the minister's "charge" at a wedding, the judge's "charge" to the jury, "charge" your glasses, the "charge account," and finally the greatest of all, Wilfred K. Charge!

It's Been a Good Life. It was a tough assignment for Mr. Charge—"the toughest in my life," said he, and there was a catch in that usually hearty voice as he responded. Forty-three years, or 60% of his life had been spent under the Eaton banner—and it had been a good life—at most times a serene and happy life—strenuous years full to the brim with the work and responsibility that keeps a man on his toes and adds to the zest of living.

Fifty Overseas Crossings—Drawing from an inexhaustible store of reminiscences, he mentioned names, many of whom are now traditions to the younger Eatonians.

His first European trip came in 1908 to buy lace handkerchiefs, etc., and there had been 49 crossings thereafter.

"A Bit of a Pull . . ."—"I've always tried to treat men as men." Whenever it was necessary to discipline anyone he had waited till he was in a good humour, said Mr. Charge.

"I knew that the discipline would then be taken in the right spirit.

"God just happened to put me in the position of boss, any success I've had was because of the men and women who've given me their support and loyalty right down the line." Mr. Charge then expressed the thanks of Mrs. Charge and himself for the magnificent gift and the bouquet of roses. "This is a bit of a pull," he told them. Then hastily stamping his cigar in the ash tray he sat down amid a storm of applause.

One of Company's Best Ambassadors—An eloquent tribute to Mr. Charge was paid by Mr. Pryce, who said that the chief had been one of the Company's best ambassadors. He was known and respected throughout England and Europe because of his fairmindedness, capability and friendliness.

This memorable evening then ended with "For He's a Jolly Good Fellow," and cheers for Mr. and Mrs. Charge. All present then lined up to shake the hand of a triple-A Eatonian, a gentleman and a supervisor with the accent on the first syllable!

* * *

Descriptions of Pictures on Page Twenty-Two

Top Row—Left: Action shot of Desire Belanger leading "Alouette." Tom Laidlaw at the piano. Centre, left to right: Chairman Pryce, Mrs. Charge, Miss Vance, Arthur Daw (seated). Right: Mr. Tom McBryde salutes the chief.

Centre Inset: Mr. Charge responds. Lower Inset: The presentation—Mr. Charge receives a colour sketch of the desk from Billy Russell. Right: At head table, Mr. Pryce, Mrs. Charge, Mr. Daw and Miss Vance.

Lower Row—Left: Two views of the Jade Room from the balcony. Centre: Miss Mowat and Mr. Charge. Right: Jim Carter's bass viol added much to the evening's enjoyment. Tom McBryde in action as song leader.

PARTING SALUTE

(Continued from Page Twenty-One)

A Supervisor in Montreal Store Adds This Sincere Tribute in a Letter to Mr. Frank Carpenter:

"I should like well to have been present to help you celebrate a great event, not only in your life, but in mine, too.

"Your advice and counsel have been at my disposal more or less steadily for over 25 years and both your example and precept have been no small factor in shaping my outlook in the Company.

"You belong in that wonderful corps of men in the Company who combine rugged individualism with shining loyalty, loyalty that burns steadily for the Company through thick and thin and was, I am sure, the steady influence and the inspiration of all of us who came in contact with you, as well as reflecting great credit on the Company itself."

From a village newspaper: "Due to the shortage of paper, a number of births will be postponed until next week."

* * *

No matter what side of an argument an intelligent man gets on, he always finds some people with him he wishes were on the other side.

—Selected



Above—Display staff at farewell dinner for their chief. Mr. and Mrs. Keeler seated in centre of front row.
Picture at Left—Mr. Keeler receives an unusual electric clock as a token of remembrance from his staff.

TRIBUTE TO MR. W. J. KEELER

Display Staff Honour Their Retiring Chief

An informal dinner party in honour of Mr. W. J. Keeler, retiring chief of the display staff, was held on January 19th in Moore's Mikado Room. Mr. Keeler is retiring after more than 40 years with the Company, having spent the last 31 years as display chief.

The staff presented him with an electric mantel clock with a unique astronomical arrangement showing the signs of the zodiac. Mr. Herman Carson did the honours. Mrs. Keeler was the recipient of a bouquet of flowers, also an exquisite orchid corsage. For each guest there was a novel cartoon place card depicting his other individual characteristics or hobbies—the clever work of Bob Peterson (city ad).

Eastern Colleagues Send Token of Remembrance

Another highlight was the presentation of a silver cigarette box, suitably engraved, with the names of Mr. Keeler's display colleagues in Eastern branches of the Company.

In paying tribute to Mr. Keeler, Mr. Carson expressed his appreciation of being associated with him over the years and the valuable opportunity it afforded him of learning the display art from a top flight authority.

Mr. Ernie Beatty, oldest member in point of service of the department, spoke feelingly of Mr. Keeler's friendly help and guidance.

Responding, Mr. Keeler reminisced on the early beginning of his display career and thanked all the members of his staff for their loyalty, support and co-operation that had helped to bring the display department to its present standard of achievement.

The remainder of the evening was spent in an informal sing-song and dance with Tommy Laidlaw at the piano.

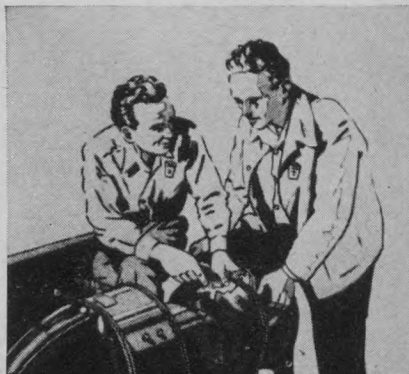
Twenty-Four

A Nice Window

Mitchell, Ont., "Advocate," December 21st, 1900, reports: the following from the Galt Reporter, has reference to a former resident of Mitchell, who is now a resident of Hespler: "A Christmas display that is attracting a great deal of attention are the windows of the Bee Hive. Mr. Will Keeler was the artist, and his work stamps him as an expert in the art of window dressing. Considering the size of the windows they are as nice as will be found in the cities, being very artistically designed and of a very handsome appearance."

"Eternal Vigilance is the Price of Safety"

There Is No Better Time Than NOW to Plan a Programme of Accident Prevention!



IF YOU SEE A DANGEROUS CONDITION
Report it
TO YOUR SUPERVISOR



Top Row—Left: Mrs. Lee receives a bouquet presented by Miss Mary Johnston. Right: Mr. Lee cuts the cake, which was not baked (perish the thought!) by "mother's little helpers," George Murray and Gil Hall, despite that cook's headgear. Major Murray's pose suggests a grand opera role (or should it be horse opera?).

Bottom Row—Left: A charming picture of Mr. and Mrs. Lee. Right: Presentation of a nest of tables is made by Mr. J. H. MacKenzie, assisted by Mr. Graham Scrivener.

DOUBLE HONOURS FOR MR. E. H. LEE

Surprise Party Marks Both His Birthday and Retirement

"Surprise, surprise!" Mr. E. H. Lee was completely overwhelmed by the noise and laughter that greeted him when a surprise party stormed his home on January 13th.

Friends and associates had gathered to honour his retirement, and incidentally, to help him celebrate his birthday which, by a happy coincidence, fell on the same date.

The group included all of the women's coats and suits department (store and mail order), several girls representing the alterations department and a number of young men who had been former associates of Mr. Lee.

Mr. Graham Scrivener presided over the evening and was very ably assisted by Mr. Gil Hall and Mr. George Murray. Miss W. Boley "planted" a corsage of carrots, beets, onions and radishes on Mr. Lee and Miss N. Harper pinned a lovely corsage of roses on Mrs. Lee.

Mr. Jimmy Quinn (formerly of mail order department) kept the evening merry with sing-songs and entertainment while Harold Price polished off the "ivories."

Mrs. Winnie Walker, representing alterations department, presented Mr. Lee with several

gifts and all of them had to be opened! Merry laughter followed each unwrapping as out jumped a frog in one package and a tin horn in another, each gift causing fun for all.

A Poetic Tribute

Mrs. B. Faulkner composed and read a poem of tribute to Mr. Lee. She expressed the feelings of all the staff and everyone agreed it was a fine contribution to the evening's enjoyment.

Mr. J. H. MacKenzie, head of mail order women's coats and suits, then presented Mr. Lee with a nest of tables. Speaking of Mr. Lee's many years with the Company, Mr. MacKenzie stressed the kindly interest in the activities and problems of the staff that was always shown by Mr. Lee.

Miss Mary Johnston presented Mrs. Lee with a bouquet of spring flowers and Mr. George Murray read telegrams and notes from friends and associates.

A delicious buffet supper was served and the party left for home after wishing Mr. and Mrs. Lee all health and happiness in their leisure years ahead.



"Welcome, Friend, Beneath This Roof . . ."

Curlers, as a tribe, are long on hospitality and love to exchange visits. In this group picture are two rinks from Selkirk, two from Emerson and one from Stonewall, who were guests of Eaton curlers on Saturday night, January 3rd. Skips are kneeling in the front row, left to right: R. Hendrickson (without hat), Selkirk; Eric Moore, Eaton's; W. G. McFadden, Emerson; R. Gregory, Eaton's; D. Howat, Eaton's; W. H. Taylor, Stonewall; W. Walters, Selkirk.

Following a couple of hours spirited curling, all sat down to a piping hot dinner. Impromptu speeches, "post mortems and alibis" ended the kind of evening curlers like to remember.

500 Eaton Curlers Soop'er Up!

January's biting cold is, of course, just what the doctor ordered "for the five hundred or more Eatonians who are devotees of the besom and stane." In the main league we find the picture like this:



Civic Group—Bud Horton, first year as skip, burning up the ice with six wins and no losses.

Receiving Group—"Doc" Herriot, from the printers, leads this group, with Arni Arnason a close second.

Grain Exchange Group—Percy Cranston's rink looks good at the Grain Exchange.

Mail Order Group—With Barling, Scott and Johnston all tied at the halfway mark, there will be some good games Wednesday nights.

Drivers Group—Jack Ross is leading the drivers' aggregation with four wins as we go to press.

300 Department Group, who started with 16 rinks, playing at Transcona Rink, are now down to the play-offs. Main event will see Art Newell and Pete Stefanyshyn fight it out to the bitter end. Colin Hargreave and Morris Propkoff play off for the consolation.

Painters-Carpenters Group—Eight rinks curling at the St. Vital Rink. "Honest John" Kooning leads the field, as yet undefeated. Andy Duncan is second, Jack Black third; Bill Falls and Jim Jenkins are tied for fourth, with Bill Milne, R. Schlemper and the illustrious Jack Morrison fighting it out for cellar position.

Despatch Group have 12 rinks curling at the Fort Garry Rink. Jack Gillies won "A" division; B. Ingram topped "B" division and Harry Lee copped the "C" division. Now comes the knock-out competition for the McClure trophy!

Carrying The Eaton Banner

At Contacts' deadline, one "blue and white" rink has returned from Dauphin and another from Emerson, where they carried the Eaton banner at the bonspiels of these friendly Manitoba towns.

On Saturday night, January 17th, two rinks headed by Alex Stewart, travelled by bus to Selkirk where they were guests of the local club. A delightful evening is reported.

Another rink is now heading for Virden. A further report of these visits will be featured in March issue.



OUR CURLING "CUTIES"

If you think bowling is strenuous you should try curling! It must be wonderful for the figure. Miss Louise Maughan (wages office) is president of the Eaton Women's Curling Club, and she tells us there are 64 gals



more interested in sweeping the ice than the kitchen on Wednesday and Thursday nights, and how they love it! Leading the rocks on Wednesday night is Miss Kay Chisholm (lingerie) and throwing the best shot on Thursday night is Miss Dorothy Brown (cash office).



thy Brown (cash office).

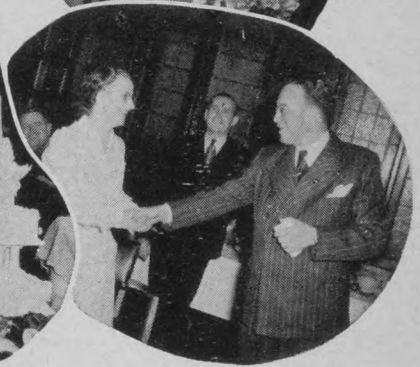
The gals have invited the Selkirk Women's Club to be their guests at our rink sometime after the bonspiel.

Best of luck and success to your group, Louise, and good curling!



Suffering humanity will never learn. Why don't we remedy the little things that cause so much worry and trouble and yet are so easy to remedy if we set ourselves to the task? Why don't we agitate for bigger holes on golf courses?

—"Dublin Opinion."



"And So They Were Married"

Top row—left: Bert Sommerville is surrounded by his girl friends of the general office, but his gal is Iris Nicholson of Fort William, and their happy event took place December 27th. Right: Miss Mildred Swain (D.A. office) third from left, and her attendants. Mildred became the bride of Mr. William Hohenstein. The happy event took place on December 13th.

Second row—left: Miss Phyllis Sherbino (candies) married Mr. Bruce Joplin January 24th at Crescent Fort Rouge. Mr. Ross Screaton made a presentation of blankets to Phyllis from the department. Centre: Mr. and Mrs. Bernard Christianson (rugs) were married November 5th and are shown leaving Young United Church where the wedding took place. Mrs. Christianson was the former Estelle Davidson (Swan River, Man.) and is supervisor of the nursery at Misericordia Hospital. Right: Miss Margaret Brennenstuhl (with the charming smile) (electricals) became the bride of Mr. Fred Hickens on January 10th.

Lower row—left: Miss Agnes McCammon (mail order cashiers) happily displays her

gifts from the department on the occasion of her marriage to Mr. Albert Mears on January 17th. Centre: Mr. and Mrs. R. Eadie cut the cake in traditional style. Mrs. Eadie was the former Nan Meaney (third floor groceries). Right: Miss Evelyn Paull (300) receiving the best wishes of her supervisor, Mr. J. D. Laing. Miss Paull left to become Mrs. J. Johannesson.

*

HOME

"Home," she said, "is the laugh of the baby, the song of a mother, the strength of a father, warmth of living hearts, light from happy eyes, kindness, loyalty, comradeship. Home is the first school and the first church for the young. Here they learn what is right, what is good and what is kind. Home is where they go for comfort, when they are hurt or sick, where joy is shared and sorrow eased, where fathers and mothers are respected and loved and where children are wanted. Where money is not as important as loving kindness. Where even the teakettle sings from happiness. That is home—God bless it." —The Armstrong Tire News

Eaton's Mixed Five-Pin Bowling League

Headliners For Second Series

Edith Backlund Sets New High Three-Game Total
Kentiles, Rough Riders and Nationals All Top 3,000 Mark
Chibabas Turn in Sizzling Single Game of 1,113
Clarence Saunders Has a Big 832 Night
Hugh Duyvejonck Records New High Single of 398

With the middle session of Eaton's Mixed Bowling League turning into the homestretch, the battle for places in the roll-off is fairly close in all divisions. The early leaders in most cases have been knocked over at least once, to give even the last place teams a chance to get back into the race.

First Division—The Kentiles got away to an early lead by scoring two consecutive sweeps, but couldn't hold the pace as the Hits and Misses started clicking to take over the lead at the half-way mark with 11 wins to 4 losses. Four teams, Kentiles, Rough Riders, Pat's Punchers and Sport Togs, are all tied in second place, two games back of the leaders.

Merries, with 8 wins and Strollers with 7, still retain some hope of catching a berth in the roll-offs. Scotties and Set-Ups look pretty well out of the running. Some top scores recorded in the last few weeks were: Rose Gordon, 796; Nita Miller, 765; M. Mackay, 751; Frank Framp-ton, 791, 735; Tommy Scott, 777, 745; Bill Liver, 757.

Second Division — The Sparklers, Nomads and Peepers have been staging a rare old battle for the lead. At present, Sparklers are on top with 11 victories to their credit. Nomads are in second spot, just one game behind. Nationals, coming up with a rush, are in third spot, on the right end of a 9 and 6 count. Peepers, Skippers and Selects still can catch the leaders, while Fuzzies, Greenettes and Capitols will have to sharpen up for the third series. Winsomes, home free in the first series, seem to be content to coast along in the cellar. Some of the stars for this series are Ruth Baldwin, 782 (350), 726; Helen Cancilla, 722, 726 (321); Syd Gerrard, 733, 763; Cy Scarr, 742 (373); Jack Paterson, 735, and Graham Laughton, 729.

Third Division—Progressors kept pressure on and are out in front with 11 wins to 4 losses. Chibabas have been close all the way and are in second spot, one game behind the leaders. Lafalots are steadily improving to move up to third spot with 9 wins. The Pushovers, Adjusters and Seven-Ups are still within striking distance of the leaders, while Hucksters, Gay Ones, Eagles and Fav-Ritz will be lucky to be even close up at the finish.

Edith Backlund has been rolling brilliantly to record 874 (357) and 716 scores. Other good efforts were: Gladys Morris, 743 (325), 728 (345), Elaine MacKay, 657, 630; and Jean Paterson, 651, 630. Clarence Saunders with 832 was best men's score, followed by Jack Donnett, 770, 690, 656; Jumbo Westman 714, 643; and Jim Stewart, 711.

Fourth Division—Penny Pinchers look like a sure bet to cop their second series. They are well out in front now, with 13 wins to 2 losses. However, Mazumas, Monarchs, Eurekas and Rip Saws are battling it out for the roll-off spot.

They are all grouped together with Mazumas having a slight edge of one game. Jewels, Boopers and Whiz-Bangs are not far back and can still catch the leaders. Decots and Snowballs will have to start winning in a hurry to be in there at the finish. Some of the best scores rolled were: Reg King 761, 654, 632; Herb Headon, 750, 666; Jimmy Quinn, 744; Ken Barling, 717, 659; "Red" Swonnell, 715; Nor-reen Price, 692, 663; Eleanor Scott, 637; and Louise Hartwick, 631.

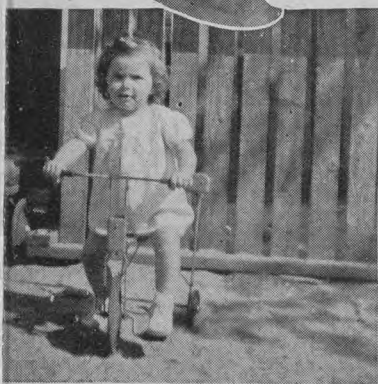
Fifth Division—Wise Ones took over the lead with 10 victories, when Jeeps and Hawks both faltered last week. Try Hards moved up to second place to tighten the race up another notch. Only the cellar dwelling Panty Waists seem to be out of the fun, their 4 wins leaving them little chance of catching up. Dave Millar has been rolling well, his 719 being tops so far this series. Roy Lowe, 704, 600; Mel McKenzie, 661; Harold Johnstone, 635, 621; and George Harris, 630, were other leading men. Betty Gyselman with 645, topped the ladies, followed closely by Winnie Flynn, 643; Marion Stewart, 635; and Kate Morrison, 623.

Sixth Division — Drivers and Majors have been running neck and neck for honours. They are tied for the lead with 10 wins each. Ramblers, after a slow start, have moved to second spot, one game shy of the leaders. Zoot Shooters have slipped back two games off the pace. Split Atoms, Dandies and Zeros still have a slim chance of catching the leaders. But the lowly Comets seem to be definitely out of the running. Top spot in the scoring parade goes to Hugh Duyvejonck for his lovely 793 total. Al Inglis, 717, 668; Sam McBeth, 700; Ed Anderson, 698; Russell Vipond, 691, 654; Blaine Buckboro, 676, and Joe Leighton were other top men. Anne Ellis with 675 was only lady to record a top score in recent weeks.

Seventh Division—Trotters stopped the leading Panthers in all three games, to take over the lead with 10 wins to 5 losses. B-Bees retained their second spot, one game back of the leaders. Panthers and Westerners are staying close with 8 victories out of 15 to their credit. Red Hots and Peppy Pals can still catch the leaders but they'll have to be hot to do it.

Zipers are at the bottom, but a couple of sweeps might put them back in the chase. Tom Grant's 775 total was the best rolled so far. H. Sheidow, 726; Jim Reid, 648, 631, 686; Bill King, 633, and Jim Thom, 629, were next best. Chris Mickoski, 646, and Flo McLelland led the ladies.

Eighth Division—Quints have held onto the second series lead from the start. They are still on top with 10 victories marked up. The Admirals have been giving them a good race for it and are only one game back at present. Has Beens have been bowling steadily to move into a tie for second spot with Admirals.



"Valentine Sweethearts"



Miss Burke is crowned by Judge A. R. Macdonell.

"HER MAJESTY"

Winner of a popularity contest to raise funds for the new St. Nicholas Ukrainian Church, Miss Burke (special buys, shopping service) was crowned "queen" by Judge A. R. Macdonell on December 16th. The coronation ceremony took place in the basement of the new church building, following a three-months' campaign in which Miss Burke won the most votes.

Petite and charming, this young Eatonian is a soprano soloist and a member of the Winnipeg City Police concert party. "Queen" Eva entertained at many troop centres during the war, acting as M.C. of the show. Small wonder she won the popularity contest! Who wouldn't vote for her!

Top row—left: Sharon is 4 and Brian, the New Year laddie, is 2; children of Mr. J. Anderson (engineers). Centre: Keith and brother Jimmy, sons of Mr. Ernie Gould, first assistant women's sportswear. Right: Doug, Jr., son of Mr. Doug Robinson, Swift Current order office.

Lower row—left: Carol Patricia, daughter of Mrs. Ella Brown, supply office. Centre: Michael Sword, son of Mr. Ralph Sword, budget plan. Right: Santa Claus parked his reindeer round the corner and dropped in at the home of Mr. Tom Humphreys to present gifts to the little ones pictured here. He then had his "picture book" with some of the children who are: Top row — Lewis Yelland (daddy is Gordon Yelland, general office), Margaret Williams, cousin of Lynne and Grant Humphreys, and on Santa's knee is Grant Humphreys. Front row—Marlene Williams, Lynne Humphreys, Joanne Papson (another cousin of Lynne and Grant).

Lower right: Diane McGregor, daughter of Mr. Bruce McGregor, first assistant women's shoes. Mommy was Marion Reid, juvenile department.





"IT WAS A WONDERFUL TRIP!"

The Following Scenes From the Snapshot Album of Mrs. Doris Pepler (General Office)
Were Taken on Her Recent Trip to England

Top Row—Left: Scene showing main street of Winchester. Did you know this was the capital of England before London? Centre: Who wouldn't recognize "Big Ben" and the stately towers of the Houses of Parliament. Right: The Eros Statue in the centre of Piccadilly Circus.

Lower Row—Left: An interesting view of the Central Tower of Windsor Castle. Centre: Remember the story of the lion that 'et Albert? This next picture shows the tower and donkeys on the beach at Blackpool. Right: Sunning themselves on the deck of the Queen Elizabeth are Doris Pepler (general office) and her husband; beside them is Miss Irene Powell (budget plan office).

Calling Eaton Golfers!

It blows—it snows—there are icicles in your beard and a deep white blanket covers all fairways—so what the heck are we calling you for? Because Secretary Gerry Mace says "It's time to choose your officers for the new season."

Here Is Your Nominating Committee

K. Barling, mail order merchandise.

N. Gray, drugs.

G. Robinson, mail order exchange.

Nominations will be received up to and including Tuesday, February 10th, 1948.

Person making nomination should obtain consent of nominee to run and submit name to nominating committee by February 10th.

And Please Remember the Annual General Meeting

This will be held at 8:45 a.m., Thursday, February 12th, 1948, in the assembly hall, 7th floor, store.

Positions Open For Nomination:

Vice-President, to be elected from mail order personnel.

Three representatives from the store.

Two representatives from the mail order.

One representative from the garage building.

Remember—a strong committee makes for a more enjoyable season!

Joan had been naughty. When her mother was putting her to bed she said: "When you say your prayers, Joan, ask God to make you a good girl tomorrow."

With an inquiring glance, Joan asked: "Why? What's on tomorrow?" —Tit Bit

Thirty

Eaton's Five-Pin Bowling League

(Continued from Page Twenty-Eight)

Raiders, with 7 wins, still have a good chance, while King Pins and Vikings have had pretty slim pickings of late. Some of the men have come up with terrific scores, Harvey Way, 806; Jim Stevenson, 783; Joe Green, 789; Ed Olien, 684, and Jim Thorpe, 655, 620, are only a sample. Dolly Penegapka with 647, was best for the ladies, while Mildred Barker, 625; Marianna Noga, 620, and Marie Cymbalisty, 606, had good nights. —Bill Hogg

A-bowling We Will Go!

Bent on a bowling "binge," this octette of petite parcel inspectors are obviously happy despite the absence of boy friends. Wonder what their scores were?

Left to right the gals are: Sylvia Willey, fifth floor; Irene Adams, fifth floor; Marg Henry, fifth floor; Shirley Moline, third floor; Helen Murzak, fifth floor; Terry Murzak, fifth floor; Eva Loader, fifth floor; Alice Peterson, fourth floor.



CALLING ALL DIANAS!

IT'S LOOK BEFORE- YOU-LEAP YEAR!

Good hunting to all the Dianas who are on the prowl! Diana, you may remember, was Roman goddess of the chase who pursued Apollo, Greek god of the sun. So we're out to help all modern Dianas, since their chance to take the initiative comes only once in four years.

Far be it from us to adopt the role of match-maker, but don't you fellows know that there are scads of mighty fine gals "in these here parts" who are still unhitched? And there are many "Eaton beauties" among 'em, too!

You don't need to take our word for it, either. According to the experts—artists, medical men, and so forth—Winnipeg girls top them all for good looks. (Seems to be something to do with geography, climate and mixture of racial strains.)

Naturally the cream of the crop, we believe, is right here at Eaton's. So to help things along we're publishing a "sample set" of our eligible bachelors.

Doubtless Contacts' readers can add many more names to the scroll. Some of those listed may be bomb-proof, even to an incendiary blonde. You know, the "I'd rather-have-a-dog-and-a-good-book-type."

Others may be the **indecisive** type—"I'll get around to it someday." A gal with a come-hither look and strong little chin might click here.

WHAT IS SUCCESS?

"... How shall we define a successful man? He is not necessarily wealthy; he need not be famous, nor handsome, nor powerful. He is one who leads a well-balanced life; who works hard, with zest and interest, at his job, bringing to it a clear conscience and a right determination; whose body is healthy, vigorous, well-developed, well-trained; whose mind is alert, broad, and cultivated.


The truly successful man has ample room for beauty and for friendship, for art and for nature, for work and for repose. His sympathies are wide, tastes simple and true, vision clear; he can always be depended on for honest work, loyal friendship, kindly understanding, intelligent interest, just dealing, wise counsel.

We learn from experience that the simple things are the really great things in life. The simple joys of the countryside, the love of family and friends, the simplicity of true art—these are the vital things, the things that endure.

Much is said and written about investing in stocks, bonds, banks, and mortgages, but how about investing in yourself? When you make a self-investment of character, wisdom, culture, talent, you know you are acquiring something that is safe, enduring, and profitable. There are some things for which the world is always will-

Others may think they're in the **disillusioned** group — one misfire and they're through — you've heard them—"Wimmin! Huh! They're all alike."

Anyway, develop your own technique girls, and keep hoping—because 'tis said: **"A man may horse around for awhile and wake one day a groom!"**



LEAP YEAR Honour Roll

Bill Milner	Walter Bell
Len MacKechnie	Jack Chilwell
Stan Robertson	John O'Keefe
Don Smith	Bob Young
Walter Anderson	Tony Howson
George Richardson	Foster Johnson
Bill Cook	Ray Morrison
Alex Dunlop	Norman Emery
Ira Thomas	Gordon Hamilton
Alex Milne	Harry Craig
Monty Sclanders	Charlie Monk
Hannus Thomasson	Albert Jarvis
James Oakes	Norman English
Sam Murphy	Roy Tidman
Allan Ramsay	Fred Watmough
Elliott (Jumbo) Westman	Ainslie Watson
Lawrence Freeman	Kenneth McLachlan
Bill Hogg	Preston Wiley, Jr.
Fred Game	Alan Restall
Gordon Grimes	and others.

ing to pay: intelligence, honesty, courage, and perseverance. Of these, the supply will never exceed the demand.

Decide upon a definite plan. Then pursue it with unflagging energy. Do not let praise unduly elate you or censure unduly depress you. Discipline your will. Be sincere, steadfast, reliable.

Choose your course. Keep a clear look-out, with your hand firmly on the helm of your ship of life. Steer a definite course for a definite end. Keep at it. There may be cross-currents and adverse winds. Let them harden you. Keep resolutely to your course.

Form the habit of doing everything deliberately and calmly. You will then accomplish more, do it better, and have the satisfaction at the close of the day of having used your powers to best advantage. Work will become to you an increasing pleasure, leading you constantly to higher accomplishment.

—From "Getting the Most Out of Life,"
by Grenville Kleiser.

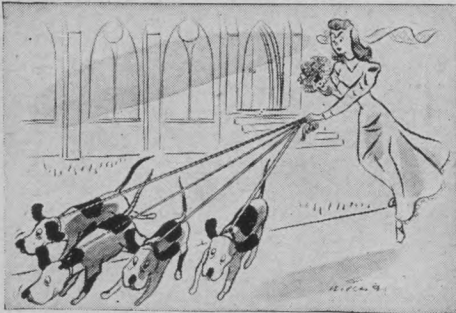
Luke: Who was that lady I saw you with last night in a sidewalk cafe?

McCluck: That was no cafe, that was our furniture.
—It's Said and Done



Leap Year Line-up!

The big race is on folks! Lining up for the take off, contestants look in excellent condition (wow!)—some have been in training three years for this event—easy there! (a little eager, you know)—all set now—BANG! they're off! Looks like a long race, folks. The winner? Every gal who grabs her guy this year of course! Some of the more desperate females even stage the scene (like the determined bride pictured below) then get out with their bloodhounds for the chase; it's a little tough on you fellows but frankly—do we see a faint gleam of hope in your eye (maybe this year?). You bet your life we do!

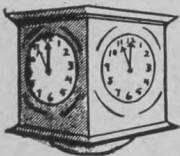


BASEMENT STORE

Miss Ruby Salter (foodateria) sparkled into work with a diamond ring on "that certain finger" recently, and to her lucky fellow we say congratulations!

* * *

MAIN FLOOR



Christmas engagements in the candy department were a highlight of the festive season. Congratulations to Miss Jean Lenton and Miss Jeanne Taylor.

This timely warning from the drugs: Attention, all ye bachelors of the drugs. This is leap year and so far no hits have been scored on us; but do not let that lull you into a false security. Keep your guards posted and your powder dry at all times or the "enemy" (boy, how we love 'em) may make a successful sortie.



There are three lucky girls in the notions department wearing beautiful diamond rings. Our best wishes for the future to Kay Telford, Rosena Clarke and Ina McDonald. Hope you don't take a "notion" to leave us too soon, gals!

Mr. E. Long has stepped up to assume higher responsibility (see recent appointments), and the notions department send along their congratulations on your promotion, Mr. Long.

Miss Betty Etsell (brush counter) left Saturday, January 10th after 21 years with the drugs. A party and presentation was held for her by the girls of the brush counter at the home of Miss Bella Wood, section head.

Mr. P. Blakeman, group supervisor, made a presentation of a three-piece silver tea service and thanked Miss Etsell for her loyalty to the Company through her many years of service.

Deepest sympathy to Bill Scott of the drug department and Mrs. Scott, in the loss of their father-in-law and father, Mr. McPetridge, fire inspector.

Books and stationery: Congratulations to our supervisor, Mr. W. Bucham, who became a grandfather in December.

Congratulations also to Miss Marg Paterson (bridge counter) who received a lovely diamond. We can't get Marg to set the date. Guess she likes us!

* * *

SECOND FLOOR

On Monday, December 15th, the personnel of the fur department held a to-boggan party and social evening at Polo Park. Coffee and hot dogs were served later and those not too stiff from climbing the stairs and riding the bumps, indulged in dancing. A grand time was had by all.



Here's a lovely Christmas gift! David Lawrence Johnston arrived on December 22nd weighing 6 lbs. 7 ozs. A brother for Carol. Father: Lawrence (Laurie) Johnston.

Santa wasn't the only one who made hearts happy at Christmas; from all corners of the store we hear of happy gals who are now wearing lovely diamonds. Congratulations to Miss Yvonne Persons and Miss Isabel Stokes who brightened the dress goods department with their new rings.

* * *

THIRD FLOOR

A presentation of Wear-Ever aluminum was made to Miss Maida McEwan, D.A., on December 22nd. Mr. W. J. Thomson did the honours. Maida was married on Christmas Day to Mr. Frank Sudyko at a quiet home ceremony. They will have double reason to celebrate December 25th now. All in the D.A. office wish them the best of luck.



Our sympathy goes out to Mrs. Roma Steadman in the loss of her grandmother, Mrs. Swanton, on January 3rd.

Bernice Hammond had a bit of misfortune when learning to ski at Christmas time—she injured her knee. We are pleased to report that she was able to limp into work January 5th with her enthusiasm for skiing not the least bit dampened.

We regret to report that due to illness, Mrs. Shirley Trann will be on leave of absence for a month.

Bert Mitchell (jewellery repair) received a letter from Norman McDonald who retired last year as head of mail order merchandise and is basking in southern sunshine—Florida—and who wouldn't trade places? He tells of fishing, boating, horse races and dog races—in fact just what we dream about when its 20 degrees below the deadline here! Mr. and Mrs. McDonald celebrated their 46th wedding anniversary and Contacts adds its congratulations.

Best wishes to Miss Flo Kells (grocery office) who received a lovely diamond ring from Dr. Victor Hagen of the St. Boniface Sanitorium.

Mr. R. Bowers (grocery office) has returned to the fold after his lengthy illness. Glad to have you back, Roland!

The rest of the grocery gals say they are all primed up for leap year. To all "unworried" bachelors, a warning, beware of these gals!

Glad to have Walter Bisset back again after his recent accident.

Miss Annette Witrowich (meat office) is back after her operation. Embroidery or hemstitch, Annette?

Mrs. R. Bell (meat office) is progressing favourably after an appendectomy.

On going to press we regret to report that Art Taylor is in Deer Lodge Hospital.

Mrs. A. Knutson is back again after her journey to Vancouver recently to visit her brother who was ill. Glad to report the brother recovered and returned to Winnipeg with Mrs. Knutson.

Hilda Menstorth entertained the gals of the neat department at her home on Wednesday night, January 7th. Everyone had a wonderful time and the lunch—umm-mmm, good!

Sorry to report Jimmy Miller was taken ill suddenly, and at time of writing is in Grace Hospital. The department wishes you a speedy recovery and hopes you will be back soon, Jimmy.

* * *

FOURTH FLOOR

Women's lingerie department reports Christmas holidays produced the usual number of three sparklers again this year. The happy and beaming gals are Misses Ruby Morris, S. Johnson and E. Fleming. Congratulations.



The optical department was entertained at the home of Mr. J. T. Westby, on January 5th. From all reports the host can take a bow—grand fun and good food.

"Here we come a-wassailing . . ." down River Ave. and Wellington Crescent sang these happy carollers bringing cheer and song to many homes. Who were they? The beauty shop staff—and what fun they had! They collected a grand total of \$35.50 and this they donated to the Children's Home.

Miss Mary Deswarte (beauty shop) was presented with a mirror, a coffee table and a rug from the staff on the occasion of her marriage which took place January 10th.

Miss Siggie Bjornson had an appendicitis operation recently and everyone hopes to see her back soon.

Miss Doreen Carr (sportswear) has been away ill and the girls asked Contacts to say "Hello, hope you are well soon!"



Ski-ing is a grand sport! The gals of the sportswear are eagerly awaiting the ski meet at Kenora, but don't mention the sport to Gordon Wallace. (Just between you and me, Gord decided to make a new run at La Riviere—personally, I liked "Baldy" the way it was, before he messed it up, didn't you?) Seriously though, we hope you will be in shape for Kenora, Gord.

* * *

FIFTH FLOOR

Lil Greening of the juvenile section, has been sick in the hospital. Hope you will be feeling better and back soon, Lil.

Children's shoe department seemed very elated over their news this month. Mr. Gordon McGregor (it's nothing at all, really—why the baby is two weeks old now!) announced the arrival of a leap year lassie, Janice, on January 3rd, whose mother was the former Reta Tobin (budget plan). Congratulations, folks!

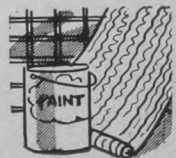
Bob Ramsay just got in "under the wire" he says, and became engaged before January 1st to Miss Lillian Nolin, formerly city advertising. No leap year laddie, he!

* * *

SIXTH FLOOR

The budding romance finally blossomed! Mr. Jack MacGregor and Miss Audrey Kubik (both of draperies) are happy to announce their engagement.

Miss Margaret Murray (draperies) is another gal with a lovely diamond. He's a lucky man!



CONTACTS



Miss May Middler (draperies) was a bride of December 27th and prior to her departure was presented with bedding from the department. Congratulations to all these happy couples.

Mr. and Mrs. Maurice Menzies (he formerly of carpets, she of the parcellers) have been in the King Edward Sanatorium for some months, and the rugs and linoleum staff paid them a visit over Christmas. We sincerely hope 1948 will be good to you and see you both home soon.

* * *

GENERAL OFFICE NEWS

By M. Purdie

"Will anyone come into the office flashing a new engagement ring received at Christmas?" was, no doubt, the question in many minds before Christmas. We are happy to say two girls did just this—both receiving their rings on Christmas Day. Wilma Benstead (general office) became engaged to Art Cole of Winnipeg, and Dolly Bannon (correspondence) to Rolly Martin (cutlery counter). No date seems to have been set for the weddings as yet—or so they say! Sincere congratulations, girls!

We are happy to be able to welcome Mr. Forbes Grassick back after a long absence. Mr. Bert Henderson (mail order receiving room) seems to be improving we are glad to report.

Gwen Liddell, a former member of our staff, who is taking a missionary course in Minneapolis, paid us a fleeting visit while in the city on her Christmas vacation. Lestie Miller, also a former member of our staff, and who is now residing in Minneapolis, called in to say "hello" during the Christmas holidays.

Bert Sommerville (general office) was married to Iris Nicholson of Fort William, formerly of Winnipeg. The marriage, a double-ring ceremony, was solemnized on Saturday morning, at 11 o'clock, December 27th, in Wesley United Church, Fort William.

Mr. and Mrs. Sommerville left by plane on a 10-day honeymoon to be spent in Duluth and Minneapolis and will take up residence in Winnipeg. Bert was presented with a satin-bound blanket as a wedding gift from the general office staff. Bert was also showered with the usual quantity of confetti and expressions of good wishes befitting such an occasion.

Two members of our staff left to join their husbands who had been transferred to other cities. Namely Roberta Oddleifson, who has gone to live in Brandon, and Olga Saunders, who left by plane for Vancouver.

We are very sorry to report that Mr. Bovey, a member of our staff for a number of years, passed away, and we extend our sincere sympathy to Mrs. Bovey and family.

Perhaps some will be interested to know that Jessie Murphy (nee Stephens) formerly of the general office staff, is now residing, and enjoying immensely, the balmy breezes in Barbados, British West Indies, where her husband has been transferred.

Thirty-Four

SEVENTH FLOOR

Budget plan: Santa Claus appears to have been very good to all our staff during the festive season.

On resuming our duties on Monday, December 29th, the office fairly dazzled with three new diamonds, and congratulations were the order of the day to Olive Simms, Evelyn Olien and May Weakley.

"Here comes the bride!" Miss Margaret Brennenstuhl (electricals department) became the bride of Mr. Fred Wickens on January 10th with the service held at the Redeemer Lutheran Church. Margaret was presented with a lamp from the staff on her departure. The girls of the department held a luncheon shower for Miss Brennenstuhl at Moore's, Wednesday afternoon January 7th when the guest of honour was presented with twin bedroom lamps. Best wishes, Marg and Fred!

* * *

EIGHTH FLOOR



wish you a quick wishes for 1948!

Department 111, switchboard calling, hold the line, please

Miss Phyllis Whitehead, the envy of all the department came in recently displaying a sparkling diamond on that certain finger. We believe Phyllis is bound for "the lone prairie" in the not too distant future. Best of luck, Phyllis, from us all.

We welcome Miss Edie Cosgrove back again after quite a lengthy illness. Glad to see you looking so well, Edie.

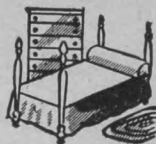
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NINTH FLOOR

Helen Carson (construction office) now Mrs. Bob Hansford, chose December 26th as her wedding day. Married at St. Stephen's-Broadway at 5:00 p.m., Helen lived up to all traditions of the lovely, happy bride. Members of the office staff and friends presented Helen with a lovely tri-light lamp to light up their new home. Our very best wishes go to Helen and Bob for continued health and happiness in the years ahead.

Miss Thelma Johnson (construction office) is spending the festive season with her family at Flin Flon, and by all reports, having a rip-snorting good time, too.

A delayed news item is the announcement of the addition of a son to the Hankinson family. Familiarly known as "Hank" to all his friends, Hank is still studying interior decorating but is with us each Friday and Saturday. To him and to his English wife go our congratulations and best wishes,





Top Row—Left: Look at "Oscar" on Fred Lambert's knee. Wonder what scrape he's into now! Centre: "Tripping the light fantastic" are Mr. H. B. McGregor and Miss Mabel Copeland. If you don't take our word for it, ask Mr. McGregor! Right: It's just ginger-ale, folks, so don't get excited—that's Babs Nicholson behind the charming smile!

Lower Row—Left: What's a matter, folks, aren't you dancing? This corner looks strictly for the mail order gang. Lucky fellows! Right: Here they are, folks! This dancing department stood still long enough for a group picture.

"On With the Dance—Let Joy Be Unconfined!"

Women's Shoes Staff Have New Year's Frolic

It was certainly a case of "youth and pleasure meet to chase the glowing hours with flying feet" when, on the night of January 6th, the women's shoes department (store and mail order) gathered at the home of Mr. and Mrs. C. R. Graham for an evening of fun and frolic.

The party assembled in the "recreation room" where a square dance started the evening's entertainment. Here Walter Anderson gave out with "She's Too Fat For Me" (take a bow, Walter!). Bert Kilgour presided at the piano and did a super job. Later on Fred Lambert and "Oscar" appeared. Bill White is still wondering if "Oscar" will know him the next time they meet. After Oscar was put to bed, Fred finished up with a few tricks. His witty chatter kept everyone in stitches and to Fred we say "Thanks for a stellar performance."

Mrs. Stedman and Mrs. Copeland assisted in the serving of refreshments. A vote of thanks was given to Mr. and Mrs. Graham and everyone agreed it was a wonderful party, in fact, we should do it more often. Any seconds?

A Poet's Appeal For the Eaton Catalogue

"Gunn, Alberta, January 16th

"Oh Eaton's! Dull and drear the days,

'Mid snow and frost and fog—

No beauteous scenes whereon to gaze;

Pray send your catalog!

"For here I sit with nought to read;

My brains becoming rusty,

So send your book at once I plead,

"Yours truly, D. M. Lusty."

*

And By Return . . .

Thank You, Mr. Lusty!

It Was a Mean January Here, Too!

Bitter winds snap at our flanks,

The hat blows off our head,

Your catalogue is on it's way—

Thanks for your poem. . . . (Ed.)

Buy-Words

There is usually only one reason why a man buys, but with a woman it might be one of eight (so they say): 1) because her husband says she can't have it; 2) it will make her look thin; 3) it comes from Paris; 4) her neighbours can't afford it; 5) nobody has one; 6) everybody has one; 7) it's different; 8) "because."

* * * —Sterling Sparks

When a little boy's grandmother came to pay a visit, a playmate observed: "Your grandmother's old; she has white hair."

For an instant the little boy was silent. Then, his eyes flashing, he said: "My grandmother is not old; she has a smiling face."

—Harry Doehla Magazine

* * *

Ideas are funny little things. They won't work unless you do.

—Columbia Record



By M. Ominski and T. Scott



Monday morning, December 29th, pretty Doris Zenick appeared in department 133, her eyes and finger sparkling. The lucky man is Jack Isaac, local golfer.

Congratulations also go to Edna Mason (department 113) who got a diamond ring from Harold Mackie.

Mary Patton (department 113) and Alice Waluk of 122 department, are wearing diamond rings on that certain finger.

A department romance is that of Kenneth Aikman and Mary Murray of 113 department. On January 2nd Mary appeared in the department with a beautiful ring from Kenneth. Best of luck, kids.

Lovely Margaret Roberts (122 department) received a diamond from Tommy Clear, also of department 122. Best of luck for the future, Marg and Tommy.

Margaret Hadaller of 122 department, received a beautiful diamond from Leonard Dabrowski.

Welcome back to Mr. Bill Warwick who is back at work after a lengthy illness. Glad to see you back, Bill.

* * *

By E. Stedman



Miss Molly McLeod (women's shoes), a bride-elect of December 27th, was a guest of honour at a shower December 9th at the home of Mrs. J. McKinnon, with Misses H. Allman and V. Ouelette as joint hostesses. A presentation of linen was made.

Leaving on December 24th to become Mrs. E. Briscoe, our Molly was presented with an electric iron from the department, with Mr. H. B. McGregor doing the honours.

The women's shoes staff held their pre-Christmas party on December 19th at the home of Mr. and Mrs. K. M. Sutherland. Mr. C. R. Graham, supervisor, and Mr. H. B. McGregor, head of department, joined in the fun. Dancing, of course, took up most of the evening. Everybody enjoyed the entertainment which included a "super-colossal" skit by Mr. Harold Jones. Santa Claus, in the person of Mr. H. B. McGregor, paid a visit, his sack holding presents for everyone. Our sincere thanks to Mr. and Mrs. Sutherland for a really "swell" evening.

On December 22nd, department 53 held its annual Christmas party at the home of Mr. and Mrs. A. F. Harding. Jolly old Santa presented

all with a gift and a delightful evening of dancing was enjoyed by all. Refreshments were served at which time Mrs. Harding was presented with a small gift from the staff.

Sorry to report that Mr. Charlie Sharman (department 53), is still on the sick list. We hope that you will be feeling much better in the near future.

* * *

By D. Hardiman, K. McNiven



Christmas Eve the sporting goods department celebrated Christmas with a dinner at the Blackstone Restaurant for auld lang syne and what a happy time we had!

By J. Dougal and R. Prynn

It's a Boy!

Draperies: Congratulations and best wishes are in store for Mr. and Mrs. Fred Cave, proud parents of Jeffrey Frederick Cave, who was born on December 28th, 1947.

Our best wishes for a speedy recovery are being sent to Miss Edith Stancliffe who is convalescing from an appendectomy; also Miss Mavis Schoemperlen who has broken her ankle.

Our fifth floor bowling league is well into the bowling season with the first half finished and the second half started on January 10th. The winners of the first half were the Dynamos. The Dodgers and Hotshots tied for second place.

* * *

By F. Paget and W. Johnston



Men's clothing: Congratulations are in order to Bill Burton who became the father of a daughter the last week of November. Nice going, Bill, hope to hear from you again.

'Twas a few days after Christmas, December 29th to be exact, when our Jean Heatley entered the department with a brilliant flash on the third finger of her left hand, a diamond from the lucky man, Mel Gralke. Congratulations to you both.

Millie Barker entertained the girls of the department December 29th and according to the grapevine a good time was enjoyed by all.

The sympathy of the department is expressed to Mr. T. Coppin on the passing of his brother-in-law.

Two old-timers, Mr. Dick McIsaac and Mr. Bob Wilson visited the department Christmas Eve, and we are glad to report both are well.

Bella Dee—Badger's loss is Winnipeg's gain and how!



Turkey and Santa Claus, Too!

The girls of the mail order dress goods held their annual Christmas party on December 22nd at the Homestead. After the delicious turkey dinner, "Santa Claus" Min Stacey, dressed in the traditional manner even to the jingling sleigh bells, presented every guest with a gift. During the evening everyone enjoyed an enthusiastic sing-song and games. The feature attraction of the evening was the movies—pictures of Nova Scotia and Banff and a slapstick comedy filmed about 40 years ago which added to the hilarity.

Welcome back to Miss Ethel Jarvis who has returned to work after her recent operation. We missed you, Ethel, and hope that good health will be yours.

We were sorry to say goodbye to Mrs. Helen Davidson who has decided to take life easy for a while on account of her health.

Rose Lewis of 36 mail order, beat Santa to the draw when she arrived on Monday, December 22nd with a lovely diamond ring. The lucky man is Charlie Manning. We all wish our Rose and Charlie every happiness.

It Was a Grand Christmas Party!

Tuesday, December 23rd, over 40 members of the mail order staples department gathered at the Homestead for their annual Christmas party. After a delicious turkey dinner accompanied by a rousing sing-song the crowd retired to the playroom for an evening of games and music. Our thanks go to Rose Lewis and Harold Sluggett who handled the piano accompaniments so ably. A novel touch which added to the fun was a recording machine which played back a sample of the sweet (?) community singing accompanied by noise and laughter, but two of our talented members, Ruth Olsen and Bob Holmes, contributed vocal numbers which did more justice to the recorder. After a round of laughter-provoking games which left both participants and audience weak with mirth, the climax of the evening arrived when Santa distributed a gift to everyone on payment of a forfeit.

Everyone present joined in a vote of thanks to Miss Ruby Gibb for arranging such a successful wind-up to our social programme for 1947.

* * *

By M. Fraser and P. Thompson



Once again Cupid has won a member of our staff, and this time it is Doris Keep of department 4 workroom who is wearing a lovely diamond on that important third finger, left hand! The lucky man is Freddy Johnson of the Western Steel Co.

Congratulations and best wishes to you both, Doris and Freddy!

Our deepest sympathy goes out to Marie Gibb in the loss of her mother, who passed away suddenly December 20th.

By E. Genton and M. Carstens

Best wishes go to another one of our gals, Pearl Procyshyn, who came into department 41 one morning displaying a lovely diamond. We haven't yet caught a glimpse of her dream man, but we wish them both luck just the same.

By J. Johnston and M. Pariseau

Department 10: We wish to extend our heartiest welcome to Mr. Dyce Moore who has recently returned to work after a long, serious illness. It is nice to see you back, Dyce, and we wish you continued good health.

Ed Greenlay is about to join the ranks of the Benedicts. The big day is January 24th. Good luck, Ed.

You haven't seen it? You mean you missed the extra sparkle? Well, best wishes are being fired at Mary Houston on her recent engagement to Douglas Holden, who is a member of the hottest profession in the city—firefighting.

* * *

By M. McDonald



Congratulations to Evelyn Dalman and Monica Tremblay, who both received diamonds at Christmas. Evelyn is engaged to Gordon Copping of Gladstone, Man., and Monica is engaged to Sam Cantafio. Also congratulations are in order for

Gladys Cassie, who came in with a ring on that all-important finger on January 12th. The lucky fellow is Marvin Suggitt. Best of luck girls.

By D. Hunt

Best wishes to the following gals on their recent engagements: Elma Petsnick, Jean MacDonald, Ennis Lott, Lydia Wiebe, Sally Monder, Phyllis Lewis, Dorothy Alexander, Jean Malchiski.

Good luck to Marion Remple who left January 17th to attend college.

By M. Ewing

We are sorry to report Mrs. Murphy is on the sick list. Hope she will be back with us soon.

It's nice to see Winnie Smith back after her recent illness.

Gordon Fordyce left us to join department 70. We all wish you lots of luck in your new job Gordie.

We hope Mr. Davidson is recuperating after his small operation.

By D. Balsden and R. Soutter

Congratulations are extended to Kay Wheeler who left to be married on November 28th. Kay was presented with a set of dishes from her friends.

Old Cupid certainly has been busy in this department. The lucky girls to receive diamonds are Grace Purdy, Gladys Howard, Emelie Drobko, Edith Hodge and Mary Kologinski.

Our sincere sympathy is extended to Grace Purdy and Grace Town in the loss of their fathers who passed away recently.

Joe Sigurdson has been out at Ninette San for some time and all the gang send best wishes for a Happy New Year.

Eileen Kamins left on January 3rd to be married to Glen Hemphill. The wedding took place at St. Thomas' Church, Weston, on Saturday, January 17th. Eileen was presented with blankets from the department and many more lovely gifts. Good luck, Glen and Eileen.

Six lucky girls to receive sparklers at Christmas were Olive Shack, Irene Graham, Joan

CONTACTS

Strong, Isobel Sturton, Helen Schmantz, Marie Derkach. Congratulations, girls.

Still on the sick list is Lil Sedgewick who is in Misericordia Hospital. We hope it won't be long before you are with us, Lil.

By H. Roome

Department 118: Congratulations to Mr. and Mrs. Maurice Walsh (nee Jean Duffield of 117) on the arrival of a daughter, Maureen Heather, on December 12th, 1947.

Best wishes to Doreen Sargent and Doreen Marles (a former member of the department) on their recent engagements.

The first of the new year seemed to be rather unfortunate for three of the gals in 118A due to a series of accidents. However, they were not too serious and Marion, Yvonne and Clare are now back to work. Remember the old saying "A poor beginning makes a good ending."

We are sorry to report that there have been several members ill during the past month and we still have Len Moen out. We hope he will soon be well again.

* * *

By M. McDonald

Correspondence: We are sorry to hear that Mona Swanson is on our sick list. We hope to see you back with us soon, Mona.

Mona Crittenden is with us now after being away for the last two months. Glad to see you looking so well, Mona.

* * *

By D. Dee



Tuesday, December 23rd, was a "big" day for the girls of department 28. Yes, it was their annual Christmas dinner, held this year at the St. Regis Hotel. Just one little complaint was overheard—Lil's potatoes were cold—never mind, Lil, we'll see

you get hot ones next time. A happy time was had by all, and we already hear talk about next year's dinner.

Perhaps Santa gave Cupid a little help, we are not sure, but we do know for three of our girls (department 28) it was a "sparkling" Christmas. Clem Gibson became engaged to Harold Turner, Winnie Lees to Johnny Anderson (a former and very popular member of our staff now with the postal service), and Therise Loramee, one of our new members.

Our sincere sympathy to Mr. W. Allen in the loss of his mother.

By Mr. Fotheringham

On December 4th, Miss Elizabeth McKnight of notions, celebrated 30 years' service with the Company. All of this time has been spent in the notions department.

Mr. J. W. Aker, head of department, made a presentation of a pair of beautiful shell pictures on behalf of the management and staff. During the day many friends paid a visit, including Mr. V. Gilmer and Mr. F. Caldwell, former members of the staff. The table was covered with lovely gifts from her many friends throughout the building.

On December 1st the home of Miss Dorothy Dance, Norwood, was the scene of a surprise party for Miss McKnight. Guests numbered 25.

Thirty-Eight

By N. Robson

Clarice Bell (silverware) and Dorothy Smith (handbags) both received a large sparkler during the Christmas holiday season.

* * *

PRINTING PLANT PATTERN

By M. Hoffman

Congratulations to J. Preston Wylie on attaining his quarter century with the Company on January 9th. The time office presented him with a beautiful reading lamp. We hope he will soon be able to return to work.

Sorry to hear Ernie Query is in St. Joseph's Hospital but pleased to report he is now on the mend.

Ainslie Watson hurt his ankle skiing at Lockport and was off a week. Ainslie is the captain of the Peppy Pals' bowling team, which includes Daisy Stoney and Edna Bishop of the bindery.

* * *

ALEXANDER AVENUE WAREHOUSE

By J. R. Scott

Our sincere sympathy is extended to Mr. Fred Gladue (132B warehouse), whose father, Mr. P. Gladue of Belcourt Ferry, Man., passed away on Friday morning, January 9th.

Mr. Gladue was 76 years of age, and an old-timer of the district, having lived there most of his lifetime.

Burial took place at St. Eustache, Man.

* * *

ELEVATORS UPS AND DOWNS

By A. Reece

A happy holiday season was enjoyed by all! Several of the girls spent the long holiday out of town at their respective homes.

Best wishes to you, Elsie Keller and May Hamp. "The old man with the white whiskers" played Cupid and left a diamond in their stockings.

Terry Charlesworth spent the holiday eating her own cooking. How did you fare, Terry? Bet you were glad to see Mom back. Terry's mother spent the Christmas season visiting her younger daughter Denise in Toronto. Denise who was formerly with the stationery department here, is now studying singing in the Queen City.

Lorna King left us on December 23rd to return to her home in Regina. She was presented with a compact on her departure as a remembrance from the girls.

Lorraine Loudon was again with us for the Christmas rush.

Margaret (nee Light) Bowling is again with us. Glad to see you back, Margaret.

Norah Doaks was one of the many who spent her Christmas holidays out of town. She spent part of Christmas Eve in a bus which stalled in a snowdrift and had to finish the last part of the journey by horse and cutter. Norah caught a bad cold which turned to pneumonia and is still confined to bed. Hope you will be well and back with us soon, Norah.

Glad to see Irene Caldwell back after a week's absence with the flu.

The department extends sincere sympathy to Bernice Haller whose grandmother, Mrs. Mary Haller, passed away January 9th.



Cameramen Delegates Guests of Eaton's

Delegates from the North Dakota Photographers' Association were entertained at a luncheon in the grill room on Tuesday, January 13th.

The visitors were in Winnipeg to meet the local photographers to arrange a Canadian Day at the convention to be held in Fargo in April.

After the luncheon, the guests were shown over the mail order buildings with particular attention to the photographic workroom where the picture was taken.

Left to right, sitting—Adolph Englehart, North Dakota; Clark Smith, Brandon; Lee Mohr, president, North Dakota group; Cliff Voss, national council delegate, Fargo; Paul Hunter, Winnipeg; H. Salter, North Dakota.

Standing—William Gould, Eaton's, Winnipeg; Ken MacFarland, North Dakota; C. Krasnapera, Winnipeg; H. Davidson, Winnipeg; W. King, North Dakota; J. Jerret, Brandon, Man.



Mr. Alex Murray Has His Cake and Eats It Too!

Is the tortured groan of the bagpipes really music? Well, we reserve judgment on that one—but to Chief Engineer Alex Murray there is no sweeter music this side of heaven than the pibroch! And on Wednesday night, December 17th, Mr. Murray received the surprise of his life when he heard the pipes playing in his own home!

It seems that Mr. and Mrs. Murray had been out to dinner in celebration of their 30th wedding anniversary. Returning home, they entered via the back door when Piper Bob MacDonald (basement store) appeared "blawin' a Hielan' fling." Behind him were grouped some seventy friends who had assembled to honour the bride and groom of December 17th, 1917, with a surprise party.

First there came a lovely corsage and 30 roses for Mrs. Murray, whilst on Mr. Murray was pinned a fragrant corsage of onions, carrots and celery. Then mine host and his charming bride were presented with a pair of exquisite Doulton figurines to commemorate the occasion. Mr. B. C. Scrivener did the honours on behalf of the party. Nor should we forget to mention the loving cup which was so artistically painted by Mr. Jack Morrison for this event.

A social evening followed the time-honoured custom of cutting the cake. Mr. and Mrs. Murray, who both hail from the Isle of Lewis, are as much sweethearts today as they were 30 years ago, according to their daughters, Katherine and Jean. Congratulations and many happy returns!



The bride and groom of 1917—
Mr. and Mrs. Alex Murray

IN MEMORIAM (Also on Inside Back Cover)

ALEXANDER J. DAVIDSON—It is with sincere regret that we report the passing of Mr. Alexander J. Davidson, father of Miss Letitia Davidson (executive offices), who passed away on Thursday, January 22nd. He was 63. The deepest sympathy of her many friends is extended to Miss Davidson, her mother and members of the family in their bereavement.

MISS MARY JOHNSTON—The passing of Miss Mary Johnston at Grace Hospital on January 5th, is mourned not only by the candy department, but also by many old friends throughout the store. Miss Johnston was with Eaton's for over 30 years. Latterly in charge of the third floor candies, she retired three years ago on account of ill health. Her friendly smile was ever present and she will be long remembered for her fine womanly qualities.

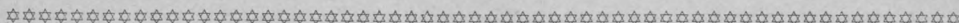
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City Advertising



News of the First Flight and Other Activities— 110 Members Line Up For '48

Skiing is well under way now and the first Bluebird trip for 1948 was to Lockport, Wednesday afternoon January 7th, with 82 members present. Conditions were good and several members received instructions from club instructors under Barry Bougher.

Twenty-three skiers from the mail order went out to Lockport on Saturday, January 10th. President Bill Spenceley went along, but purely from a sense of duty! We hope to have more combined activities this season.

Stocktaking and blowy sub-zero weather prevented several members from going on the trip of Wednesday (January 14th); however, we can boast a turn-out of 45. Snow was slippery but late in the afternoon a blizzard began, promising good skiing.

Snow Valley seemed to be the favorite spot last weekend with 28 from our club. Everyone enjoyed themselves but what we're wondering is how Grace Martin feels towards "Chatter" now.

Barry Bougher is going to represent the Bluebirds at the La Riviere school for instructors commencing January 19th. The week's course includes first aid, lectures and instruction with a test on the last day of the school. Barry will pass his knowledge on to five or 10 more club instructors so that everyone in the Bluebird Ski Club will have the opportunity of learning to ski properly.

—Jenny Whitehead

"JOURNEY'S END"

We extend our deepest sympathy to the many whose New Year was
saddened by the loss of someone dear to them

IN THE LOSS OF A FATHER

Mrs. Bates (sportswear)
Mr. J. McLellan (general audit)
Miss E. Mattson (drugs)
Mr. N. Newfield (caretaking)
Mrs. K. Warren (mail order auditing)
Miss G. Town (mail order sales room)
Miss W. Barrett (budget plan)
Mr. E. J. Adey (electrical)
Miss D. Penegapka (mail order auditing)
Mr. F. Gladue (caretaking)
Miss E. McDougall (mail order copying)
Miss A. Schultz (drugs)

IN THE LOSS OF A SISTER

Mrs. M. Gardner (wages office)
Mrs. E. Brade (lunch room)
Mr. E. Enns (engineers)

IN THE LOSS OF A MOTHER

Mr. F. Byrd (mail order packing)
Mr. F. Calvert (delivery)
Mr. H. Green (mail order drugs)
Mr. R. Bieber (jewellery)
Mrs. V. Townson (drugs)
Miss M. Gibb (laces and ribbons)
Miss M. Hay (elevators)
Mr. W. Allan (men's and boys' furnishings)

IN THE LOSS OF HIS WIFE

Mr. J. Byrd (freight transport)

IN THE LOSS OF A BROTHER

Miss M. Aitkin (bakery products)
Mrs. N. Benton (mail order cashiers)
Miss M. Bovey (mailing list)
Miss J. Funk (mail order sales room)

In Memoriam

CLAUDE H. BROLEY

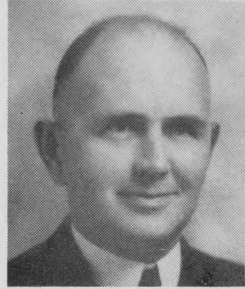
Claude H. Broley, a widely known and esteemed figure throughout the western network of the Company, passed away on December 22nd at Hammond, B.C.

Mr. Broley had retired from active business in March, 1945.

He was born in Creemore, Ont., and graduated from the University of Toronto in 1909. After several years with the Sovereign Life Insurance Company, in 1916 he joined Eaton's, Winnipeg. Starting with the mail order complaints, Mr. Broley received a wide experience in various mail order and city departments.

From 1923 to 1927 he was head of the sales audit; from there he went to the city merchandise office for a year, then west to organize Moose Jaw store, and later to Regina general office. In February, 1928, Mr. Broley was appointed manager of Moose Jaw store from which position he retired in March, 1945, on account of ill health. Mrs. Broley pre-deceased her husband several years ago.

Claude Broley will be remembered by a large circle of friends throughout the Company as a distinguished Eatonian and a gentleman.



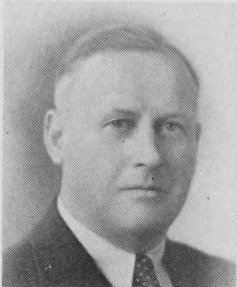
WILLIAM McFETRIDGE

A well known and well loved Eatonian, Mr. William (Bill) McFetridge passed away on Friday, January 2nd.

An Ulsterman, Mr. McFetridge joined Eaton's in September, 1912. As a member of our fire inspector's staff, he was not only a popular personality in himself, but also was highly regarded for the conscientious manner in which he performed his duty.

Many friends will not soon forget the happy evening spent at Bill's suburban home last September when we surprised him on his 35th anniversary. And now, as we pay this parting tribute to a fine Eatonian and solid citizen, it is good to recall the happiness our visit brought to Bill and his family on that memorable night!

To Mrs. McFetridge and her two daughters, Mary (Mrs. Bill Scott), and Eileen, at home, goes our deepest sympathy.



WILLIAM H. BOVEY

A shadow of sadness was cast over the general office during the Christmas season, when Mr. William Herbert Bovey, a well loved member, passed away suddenly on Saturday, December 20th. He was 50 years of age.

Mr. Bovey had been 18 years with Eaton's and his duties were associated with the travelling, transportation and general ledger. He was a highly conscientious worker and popular with all because of his kindly and obliging disposition. While suffering from ill health, he always took a keen interest in hockey and other sports.

Mr. Bovey was Winnipeg born. Surviving are his widow, one daughter, Beverley Anne at home, his mother, Mrs. Lydia Bovey, two sisters, Myrtle with 118 department, and Edna with the C.N.R., all of Winnipeg.



BLUEBIRDS' FIRST FLIGHT



HAPPY SCENES like these are caught every Wednesday afternoon as Eaton Bluebirds ski enthusiasts, 110 strong, track across the wintry landscape. Beginners are always welcome and instructors will gladly lend them a hand.

After a couple of thrilling hours down the snow-clad hills comes supper and an informal hop. It's a great life!